

Naol Jima

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SKILLS

- **Technical Skills:** SQL, R, Python, Microsoft Excel (Pivot Tables, VLOOKUP), CRM/ERP, Data Analysis & Visualization, Microsoft Word, Microsoft PowerPoint, Business Intelligence
- **Core Competencies:** Business Analysis, Financial Analysis, Data Analytics, Process Improvement, Budgeting and Forecasting, Stakeholder Communication, Risk Mitigation, Consulting, Business Line Management, Client Management, Product Management, Corporate Strategy, Numerical Analysis

EDUCATION

Virginia Tech

B.A, Economics

Aug 2021 - May 2025

Blacksburg, Virginia

RELEVANT EXPERIENCE

Consulting Group

Analyst

May 2024 - May 2025

Blacksburg, Va

- Conducted market and competitor research using earnings reports, Statista data, and analyst insights, applying SQL queries, Python analysis, and business intelligence to forecast revenue impact and market-share shifts, which informed senior-leadership budgeting decisions
- Developed SWOT and Porter's Five Forces frameworks and coaching materials, using PowerPoint and Excel, enabling the consulting team to synthesize research faster and produce client-ready slide decks for three major projects
- Presented recommendations using numerical analysis to optimize Netflix's pricing mix, targeting price-sensitive users to lower churn, and identified three high-growth verticals for NVIDIA's AI chips, leading the client to adopt two of the suggested strategies
- Placed 2nd in two internal consulting case competitions by leading strategic analysis on Netflix's pricing strategy and NVIDIA's AI market expansion

NAACP, Virginia Tech Chapter

Financial & Strategy Lead

May 2024 - May 2025

Blacksburg, Va

- Led the strategic financial planning process using Excel pivot tables and VLOOKUP to align the \$10K annual budget with the chapter's mission through corporate strategy principles, ensuring funds supported priority programs and increasing budget transparency
- Developed monthly financial reporting dashboards in Excel and SQL that gave leadership clear insight into resource allocation and event planning, leading to more informed decisions and improved budget efficiency
- Streamlined audit documentation and compliance protocols, freeing up 35% more time for programming and outreach initiatives.
- Collaborated with the executive team to develop sponsorship strategies that elevated the organization's visibility and brand image.

Takeoff Institute

Business Analyst

Jun 2024 - Aug 2024

Remote

- Developed strategic insights for a sustainability startup by analyzing internal workflows and identifying \$15K+ in annual cost savings.
- Produced competitive market research and product management insights that shaped product positioning and go-to-market strategies
- Built dashboards in Power BI and Excel to visualize key KPIs, enabling the leadership team to prioritize high-impact growth initiatives.
- Partnered with cross-functional teams to align operational initiatives with the startup's mission and long-term vision. Identified \$15,000+ in cost savings by conducting a root cause analysis of inefficiencies in operational workflows.

PwC

Data & Strategy Analyst Extern

Jun 2023 - Aug 2023

Remote

- Advised five nonprofit clients on operational strategy and cost structure, applying client management to deliver \$50K+ in savings opportunities
- Drafted tailored growth recommendations and compliance-aligned documentation in Microsoft Word, 70% of which were adopted by clients
- Presented risk-adjusted strategies during mock client meetings, applying risk-mitigation models and stakeholder-communication techniques, which earned positive client feedback and sharpened the team's consulting approach
- Assisted in documenting brand and operational guidelines within the ERP system to support future strategic initiatives and funding pitches, enabling two clients to secure additional grant funding

EXTRACURRICULAR

KPMG, Ace the Case Competition

Competition Winner

May 2024

- Led a consulting team in building a market entry and pricing strategy for a logistics client in under 24 hours, winning first place.
- Advised on product positioning and service differentiation through in-depth competitive and market research.

Econ Club

General Officer

May 2024 - May 2025

- Planned and facilitated case study nights and consulting speaker events attended by 50+ students, deepening exposure to real-world problem solving.
- Collaborated with club leadership to develop programming aligned with consulting career paths, including resume workshops and mock interviews.
- Researched industry trends and helped organize events with alumni working at MBB, Big 4, and boutique consulting firms.