

SABRINA CIERRA ROBINSON

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Master of Business Administration Candidate; Concentration in Strategic Management 2013-2015

- **Awards:** William and Patricia Jewett MBA Fellowship recipient.
- **Extracurricular:** Sports Business Club founders' board, African American MBA Association (AAMBAA), Marketing Club, Media & Entertainment Club, Wharton Follies, Wharton Welcome Committee, Women's Rugby.

NEW YORK UNIVERSITY New York, NY
Graduate Certificate in Sports Business 2012-2013

- **Courses:** financial analysis, revenue strategies and pricing, sports economics, planning and development.

UNIVERSITY OF PENNSYLVANIA Philadelphia, PA
Bachelor of Arts; Major in international relations, minor in Mandarin Chinese 2007-2011

- Foreign Language Area Studies (FLAS) recipient; granted \$25,000 by U.S. Department of Education for studying Mandarin.
- Studied abroad at the London School of Economics in London, England, enrolled in entrepreneurship and leadership courses.

EXPERIENCE

LINKEDIN (*Professional social networking site*) New York, NY
Mid-Market Account Executive, Sales Solutions 2019-present

- Manage a \$10 million book of business of mid-market companies across all industries to partner with new Sales Navigator clients.

Senior Insights Analyst, Sales Solutions 2018-present

- Lead internal projects focused on increasing client engagement and mastership of the Sales Navigator platform to help our business line reach \$500 million in revenue by 2020.

Insights Analyst, Sales Solutions 2016-2018

- Supported a \$4.5 million book of business for fiscal 2019 with three account executives and grew that same book by 34% over fiscal 2018.
- Craft creative and concise data narratives using SQL, Tableau, Power BI and Microsoft Office.

GERSON LEHRMAN GROUP (*Research consulting intermediary for financial services clients*) New York, NY
Technology, Media & Telecom Research Manager 2015-2016

- Helped hedge fund professionals conduct industry due diligence via phone consultations, surveys and in-person meetings with TMT industry experts.
- Used data visualization tools, like Tableau, to analyze clients' service usage and impact.

TALENT BROKER TECHNOLOGIES, LLC (*IT startup for independent artists*) New York, NY
Co-Founder 2011-2014

- Conducted market research to identify the competitive landscape and achieve company growth.
- Developed and managed a targeted customer acquisition strategy to drive user retention and engagement.

MCMMASTER-CARR SUPPLY COMPANY (*Large national distributor of industrial supplies*) Robbinsville, NJ
Phone Contact Center Supervisor 2011-2013

- Project manager in creation and implementation of new training for sales reps to improve call quality and lower talk time.

ADDITIONAL INFORMATION

- **Skills:** LinkedIn, Microsoft Office suite, Teradata SQL, Tableau, data storytelling, business strategizing, Salesforce CRM.
- **Interests:** Self-study of new analytical and language skills, comedy and film, avid New York Jets fan.