

FAITH ZINA CHRISTOPHER

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EDUCATION

Master of Business Administration (MBA), STEM-Designated | Expected May 2027

Rice University, Jones Graduate School of Business | Houston, TX

- President, Rice Business Marketing Association
- Rice Alliance for Technology and Entrepreneurship — participated in venture capital pitch competition

Master of Science (M.S.), Business Analytics | 2022-2023

University of Stirling | Stirling, United Kingdom

SKILLS & COMPETENCIES

- **Go-To-Market & Strategy:** Go-to-Market Planning, AI Product Strategy, Outbound Strategy, Lead Generation, Product Launch, Feature Prioritization, Digital Business Transformation
- **Brand & Marketing Strategy:** Brand Positioning, Storytelling, Content Strategy, Audience Engagement, Sentiment Analysis
- **Market & Customer Insight:** Competitive Analysis, Market Analysis, Market Fit, User Research and Use Cases, Customer-Centric Design, A/B Testing, Stakeholder Management
- **Tools:** Google Analytics, Replit, Make, Notion, Zapier, Miro, Figma, GA4 Reporting API, AI-assisted automation (Claude Code — Python/Node scripting), Visio, Balsamiq, Vercel
- **Analytics:** Tableau, Advanced Excel, Text Analytics, AI/ML Concepts, Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

GTM Strategy Lead (Pre-seed AI startup, 5-person founding team Internship) | Sentivity.ai | May 2026 - Present

- Identified streaming studios as an untapped ICP previously unrecognized by the founding team
- Created and owned weekly GTM content strategy independently beyond original KPIs — developing real-world sentiment analysis use cases that generated 85,000+ organic impressions on LinkedIn with zero paid promotion, reaching 267x the company's follower base
- Built an automated weekly reporting pipeline using the GA4 Reporting API, Claude Code, and a scheduled script
- Built an outbound acquisition pipeline using Apollo and LinkedIn Sales Navigator, converting organic content engagement from senior brand and marketing executives at Nike, Under Armour, Sportradar, and The Trade Desk into targeted outreach
- Used Clay and Zapier to automate prospect enrichment and outreach workflows, reducing manual research time while scaling personalized outreach

Business Analyst (Contract) | Tiege Consult | 2023 - 2024

- Authored the business case for the education analytics vertical of a cross-sector data platform, defining the problem, opportunity, and recommended solution that shaped what the engineering team built
- Ran sprint ceremonies with the engineering team throughout the build, translating business priorities into development-ready direction and keeping delivery aligned to the business case
- Designed wireframes and mockups in Balsamiq and Visio to define the platform's user experience ahead of development

Product Analyst Intern | Eko Distribution Plc | May 2022 - Sep 2022

- Drove customer-focused product strategy by leveraging data analytics (Power BI, AI/ML) to identify usage patterns and behavioral insights, leading to solutions that reduced fraud risk

Business Analyst | TSL Engineering | 2018 - 2022

- Supported the delivery of a SCADA-DMS digital transformation for Eko Electricity Distribution, facilitating coordination between project managers, Oracle implementation teams, and client operations staff
- Translated operational requirements and user feedback between the client's control-room teams and the technical implementation teams, helping align the digital system to how operators worked

ADDITIONAL INFORMATION

Prison Entrepreneurship Program (PEP) | Volunteer

- Help participants refine and communicate their entrepreneurial narratives to investors and external audiences

Dress for Success Houston | Volunteer

- Support women's professional development through job search guidance and pitch preparation