

Antionette Kennedy

Personal Information

📍 Atlanta, Georgia 📞 404-839-7414 ✉ antionette.kennedy@gmail.com

Work Experience

Senior Manager - Sales Ops & Enablement

Verizon

📅 04/2022 – present 📍 ATLANTA, GA

- Assist in building the quota management and sales analytics system for Global Enterprise organization serving 4,000+ employees
- Work cross-functionally with Sales Ops leadership and Senior Solution Architects to translate business requirements into Anaplan software deliverables
- Deploy solutions to end-users, author user guides, and provide ongoing support and training
- Implement advanced analytics tools and techniques, such as predictive modeling and customer segmentation, to optimize sales performance and drive business growth.
- Create and delivered comprehensive sales performance reports and dashboards to senior management, providing actionable insights and recommendations to improve sales effectiveness and drive operational efficiency.

Senior Analyst - FP&A

Rightpoint

📅 09/2020 – 02/2021 📍 ATLANTA, GA

- Evolve and maintain enterprise reporting and forecasting infrastructure, leveraging the company's data warehouse through SQL, Power BI, Salesforce, and financial planning tool, Anaplan.
- Analyze KPI's across organization matrix and lead weekly insight meetings for technology, digital operations, product engineering, and design business units.
- Support cross-functional teams by identifying opportunities and challenges with global staffing by business unit, pricing and cost per team, and performance to budget and forecast.
- Partner with the Client Finance team to build advanced Excel simulations and PowerBI dashboards to help stakeholders easily interpret the key assumptions and output of its financial model.
- Identify and implement automation opportunities for recurring, data intensive processes.

Lead Financial Analyst - Supplier Relations

BCD Travel

📅 04/2018 – 05/2020 📍 ATLANTA, GA

- Provided monthly forecasting, ad-hoc financial modeling, and trend analysis for airline and hotel business.
- Responsible for \$4.7B in revenue portfolio of global air and hotel clients, including Delta Airlines, Marriott, and Hilton.
- Advised executive-level leadership's business decisions by auditing client proposals, assessing risk through What-If analysis, and providing mutually beneficial recommendations for contract counteroffers.
- Achieved 98.9% annual forecast accuracy on \$62.1M in air carrier earnings, allowing C-suite executives to best plan capital deployment.
- Reduced key account hotel report turn-around time from 3-4 day to minutes.
- Optimized manual Excel reporting process by migrating 9M+ historical records to Tableau dashboards.
- Provided cross-functional leadership to ensure data architect efforts align with business requirements.
- Built dynamic COVID-19 earnings impact tool with 3-month to 11-month outlook and presented findings to stakeholders
- Served as subject matter expert for UX/UI enhancement and re-design of airline data technology with PwC, ArcBI, and internal leadership

Work Experience

Revenue Management Analyst Marriott International

📅 04/2016 – 04/2018 📍 ATLANTA, GA

- Responsible for the pricing strategy and inventory management of Marriott Atlanta Metro market luxury portfolio.
- Grew premium room type revenue 18%+ by managing direct sale channel to target customer segment.
- Used business intelligence tools to identify demand generators and market conditions for optimal inventory pricing.
- Analyzed weekly STR and Travelclick performance versus competitors to create strategy with Executive leadership and monitored impact.
- Lead weekly meetings with Sales to validate projections and manage remaining inventory based on group fulfillment.
- Supervised team of 8 coordinators and served as primary revenue management contact in absence of Director of Revenue.

Sales Reporting System Analyst Marriott International

📅 05/2014 – 05/2016 📍 ATLANTA, GA

- Complex role responsible for 5 luxury hotels' implementation and maintenance of sales performance reports, productivity solutions, data mining, and incentive awards.
- Consistently achieved >3% error in monthly balance reports by using SQL queries to audit revenue and create data nets to prevent future errors. Process adopted by Atlanta Metro and New Orleans markets.
- Exceeded catering goals by using ad hoc report and Excel expertise to validate business strategies.
- Directly assisted Executive team in analyzing brand performance and forecasting sales goals.
- Developed synergy across Finance, Sales, and Operations teams by adapting communication skills to meet user's needs
- Built reputation as subject matter expert by effectively managing dual workload, allowing time to train and troubleshoot errors for counterparts across North America.
- Completed Revenue Management Associate Development Program with training in pricing, inventory control, forecasting, and competitive intelligence

Education

Psychology | Bachelor of Science - BS Georgia State University

- Coursework in advanced research design and analysis, statistics, and business innovation
- Raised \$250,000 in start-up investments from key stakeholders using market analytics skill set
- Created and pitched proposals to industry professionals including Google and Forbes
- 1 of 5 students selected to serve on \$2.9 million consulting project for the Russell Center for Entrepreneurship and Innovation to directly impact Atlanta's economy