

John David Ariansen

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CV: [HTTPS://PUBLIC.TABLEAU.COM/PROFILE/SILVERTONE.ANALYTICS#!/](https://public.tableau.com/profile/silvertone.analytics#!/)

SAMPLE PROJECT VIDEO: [HTTPS://YOUTU.BE/TKN9W0d9BoU](https://youtu.be/tKN9W0d9BoU)

PROFESSIONAL EXPERIENCE:

High Point University

High Point, NC

Analytics Professor

August 2025 – Present

- Taught Multiple Sections of BUA 1100 & 2100
- Developed Case Studies for ECO 3110 and Facilitated Data Visualization with Tableau Class

Silvertone Analytics

Greensboro, NC

Analytics Consultant

August 2017 – Present

- Acted as Fractional Analytics Manager Implementing Power BI Infrastructure for Medium to Small Organizations and Conducted Analytics Training in Excel and Power BI for Client Base
- Created and Managed Data Infrastructure for Multiple Organizations
- Uncovered \$200,000 Loss in Margin for Service Offering of a Waste Disposal Company

Analytics Career Advisor

May 2022 – September 2023

- Developed cohort based analytics career service model and learning platform
- Placed 27 students in their first analytics job(\$1.96 million in total salary placed, \$73,000 starting salary)
- Leveraged “How to Get an Analytics Job” podcast for lead generation
- Closed \$102,000 in Sales for Certification (865 Leads, 134 Sales Pitches, 28 Closes, 20.8% Close Rate)

MadeCraft

Greensboro, NC

Data Analytics Instructor

August 2019 – Present

- Developed 15 Online Course Published on LinkedIn Learning Platform
- Over 1,000,000 student learners
- Relevant Titles: Introduction to Analytics, Marketing Analytics, Sales Analytics, Power BI Essentials, 10 Power BI Mistakes to Avoid, Excel to Power BI and Analytics for Students

Greensboro College

Greensboro, NC

Analytics Professor

August 2020 – Present

- Created and Facilitated AI Literacy Curriculum for Career in Business Class
- Developed Application Based Analytics Minor Undergraduate Program and Business Analytics Certification
- Developed Go To Market Strategy for Certification Website and Marketing Funnel

EDUCATION:

The University of North Carolina at Greensboro

Greensboro, NC

Master of Business Administration - GPA: 3.46

May 2017

- *Related MBA Courses:* Quantitative Analysis for Decision Making, Financial and Managerial Accounting, and Leadership & Sustainable Business, Database Management

RELEVANT VOLUNTEER EXPERIENCE:

Greensboro Chamber of Commerce

Greensboro, NC

AI Advocate and Trainer

March 2025 - Present

- Created Greensboro AI Meet Up Group, Hosted Events, Coordinated with AI Expert Guest Speakers

Greensboro College

Greensboro, NC

Business School Advisory Board Member

September 2018 - Present

- Advised College on Development of Analytics Programming
- Developed Analytics Capstone Course Where Students Get to Work Directly with Partner Businesses

High Point University

Greensboro, NC

Business School Advisory Board Member

September 2019 - Present

- Participated in Advisory Council and Student Advisory Council Meetings
- Provided Advice on Analytics and Online Education

