VIJAY CHANDRA ATHELI

+1-857-565-6894 | atheli.v@northeastern.edu | portfolio: vijayatheli1709 | linkedin: vijay-chandra-atheli

PROFESSIONAL EXPERIENCE

Risepoint LLC — Boston, MA
Marketing and Operations Intern — *June 2025 - Present*

- Improved student acquisition workflows by delivering 2–3 weekly analytics solutions using SOQL on Salesforce Sales Cloud data, leading to a projected 15% increase in conversion efficiency.
- Reduced partner support requests by designing a Tableau dashboard for cycle-time reporting and aligning KPIs with stakeholders, decreasing ticket volume by 30% and enabling insight self-service.

FourBlock - Veteran Career Readiness — Boston, MA
Analytics Intern — *Jan 2025 – Apr 2025*

- Measured and improved veteran program effectiveness by analyzing 5 years of Salesforce Sales Cloud data using SOQL, Python, and Tableau with clustering and time-series modeling, resulting in a 20% increase in donor engagement and data-driven enrollment strategy.
- Supported executive decision-making on outreach strategy by presenting KPI findings through executive summaries and stakeholder briefings, influencing program expansion priorities.

Deloitte Consulting LLP — Hyderabad, TG, India
Business Analyst - Salesforce Consultant — *Sept 2021 – Aug 2024*

- Enhanced sales operations and decision-making for a Fortune 500 insurance client by aligning Salesforce CRM capabilities with business needs, delivering a strategic platform used by 2000+ employees.
- Accelerated delivery of Salesforce features by leading requirements-gathering and translating business needs into scalable user stories under Agile methodology, improving development velocity and user satisfaction.
- Increased platform usability and adoption by collaborating with cross-functional teams to implement 150+ Salesforce features including Flows, Lightning components, and custom objects, improving engagement across business units.
- Improved sales planning accuracy and reduced manual effort by co-leading the automation of financial-year sales planning using Flows, LWC, and Batch Apex, streamlining goal allocation for 1,200+ users.
- Stabilized transaction processing and improved system performance by contributing to a new Opportunity Trigger framework optimized by business unit and record type, reducing SOQL count in synchronous transactions by 15% and asynchronous by 25%.
- <u>Honors:</u> Deloitte's Applause Award (Oct 2022), Spot Awards (May 2023, Dec 2023 and May 2024).

EDUCATION

Northeastern University — Boston, MA
D'Amore-McKim School of Business - Master of Science in Business Analytics — *Sept 2024 – Dec 2025*

Chaitanya Bharathi Institute of Technology — Hyderabad, TG, India
Bachelor of Engineering in Electrical and Electronics Engineering — *Aug 2017 – June 2021*

LEADERSHIP ROLES

Graduate Career Center Advisory Board Member - D'Amore-McKim School of Business — *Jan 2025 - Present*

- Represented the MSBA cohort and led student-focused initiatives by advising the Career Center on programming, communication strategy, and employer engagement.
- Introduced feedback loops and data-driven assessments to refine workshop content and improve engagement metrics over time.

CERTIFICATIONS

- Salesforce Administrator, Salesforce Associate, Salesforce App Builder, Salesforce Platform Developer I
- Salesforce Sales Cloud Consultant, Salesforce Business Analyst, Salesforce Sharing and Visibility Architect
- Salesforce Financial Services Cloud Accredited Professional, Salesforce Agentforce Specialist, Salesforce AI Associate

SKILLS

- Languages & Frameworks: Apex (Triggers, Batch, REST APIs), Lightning Web Components (LWC), SOQL, SOSL, JavaScript, HTML, Python, SQL
- Salesforce CRM & Development: Flows, LWC, Apex, Platform Integrations, Sales/Service/Financial Clouds, Batch Apex, AutoRabit, Copado, Jira, Confluence, Process Builder, validation rules, approval processes
- Professional: Stakeholder Engagement, Business Analysis, Agile, Communication, Strategic Thinking & Problem Solving
- Data Visualization & BI: Tableau, Power BI, Alteryx, CRM Analytics (CRMA), Excel (VLOOKUP, Pivot Tables, Charts)
- Other: Data Pipeline Development, Data Profiling, Data Validation, Object-Oriented Programming (OOP)