

# ANIRUDH CHANDRASHEKAR BARGUR

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## CAREER ACCOMPLISHMENTS - LEADERSHIP

- Led a team of 5 and was awarded “**The 2022 UT DALLAS SALESFORCE PROJECT MANAGER**” for creating a Salesforce Application donning different hats like a Consultant, Product Manager, and Business Analyst for a Non-Profit ‘The GOD’s CHILD PROJECT’ raising \$10,000 in donations.
- Led a team of 7 in partnership with the **GOVERNMENT OF INDIA** to build an AI-IoT Advertising System for Bangalore City supporting 150+ small businesses during the pandemic and boosted company's revenue by 40%.
- Led a team of 4 in developing a comprehensive CRM system for IBM C-suites, equipped with advanced AI and ML capabilities for precise sales forecasting and predictions.

## EDUCATION

**The University of Texas at Dallas**

December 2023

*Master of Science, Information Technology and Management*

**Visvesvaraya Technological University**, Bangalore, India

July 2019

*Bachelor of Engineering, Electronics & Communications Engineering*

**Relevant Coursework** – Agile Project Management, Digital Product Management, Technology and New Product Development, Salesforce, System Analysis & Project Mgmt., Data Visualization (Tableau), Managing IT in Analytics Age

## SKILLS & CERTIFICATIONS

**Salesforce Certified Platform App Builder, Salesforce Certified Admin**, Python, Azure Fundamentals, SQL, Microsoft Excel, Kubernetes, Agile - Scrum, User stories, Kanban, JIRA, Project Management - Budgeting, Scheduling, Scope & Strategy, Six Sigma, Git, GitHub, CI/CD, Figma, AWS Fundamentals, MS Project, Tableau, Power BI, Product Management, Daily Stand Up Meetings, Defining KPIs & Success Metrics, Business Analytics, Stakeholder Management.

## PROFESSIONAL EXPERIENCE

**Electronic Transaction Consultants (ETC)**, Dallas, Texas

May 2023 – August 2023

Project Manager Intern – Business Analysis

- Spearheaded the analysis and interpretation of toll datasets using SQL, employing statistical models to uncover key churn drivers, resulting in 15% reduction in customer churn rate within the first quarter of implementation.
- Established Key Performance Indicators (KPIs) by leveraging big data analytical techniques like Descriptive Analysis and Data Visualization leading to a 25% increase in toll profits and decreased traffic bottlenecks by 10%.
- Demonstrated data-driven decision-making skills considering Project Costs to boost Product Life Cycle using SQL, Advanced MS Excel - VBA, Power Pivots, Tableau and Looker increasing the toll road usage by 20%.

**Thanawalla Digital**, Dallas, Texas

March 2022 – January 2023

*Associate Project Manager, Salesforce Admin Intern*

- Led a team of six developers to develop a custom application using Einstein Analytics Studio for a non-profit organization resulting in an increase in donations by \$10,000 and a 35% increase in donor retention rate.
- Supervised and developed a scalable solution using Salesforce Data Integration & Reports that empowered the non-profit to analyze donor data and trends in real-time, resulting in 70% more effective fundraising campaigns.
- Developed and modified 50+ objects, fields, workflows, and page layouts to optimize user experience ensuring data security and accurate access controls resulting in a 20% increase in user efficiency.
- Facilitated overall Management Experience through project definition and scoping, conducting thorough option analysis to identify cost-effective strategies, resulting in a 20% reduction in project costs.

**IBM Salesforce, UT Dallas – Team Lead**

- Empowered a team of 3 developers to implement a CRM for C-Suite executives, streamlining critical business processes using Flows and generating a substantial 30% reduction in response time for client inquiries.
- Exercised state-of-the-art artificial intelligence and machine learning techniques to develop robust sales forecasts using Einstein Discovery for Analytics leading to a 25% increase in sales efficiency.

**Tequed Labs Pvt Ltd**, Bangalore, India

August 2019 – November 2021

*Junior Project Manager & Operations Head*

- Engineered an innovative Women's Safety Device utilizing Python and IoT technologies, making a transformative impact on the lives of over 10,000 users by reducing emergency response times by 20%.
- Led the implementation of Safety Helmet project, efficiently managing resources, timelines, and project tasks using JIRA, which earned prestigious awards in Dubai and a remarkable 45% upsurge in sales revenue.
- Collaborated with Government of India to develop ADZY SMART ADVERTISING overseeing schedule and budgeting parameters, positively impacting 150+ Brands during the Pandemic, and increasing revenue by 40%.
- Pioneered 20+ conferences on Artificial Intelligence, Science & Technology, Robotics, etc, with an average attendance of 300+ participants in each conference.