

ANIRUDH CHANDRASHEKAR BARGUR

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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

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, APEX Fundamentals, HTML Basics.

PROFESSIONAL EXPERIENCE

Electronic Transaction Consultants (ETC), Dallas, Texas

May 2023 – August 2023

Project Management Intern – Business Analysis

- Spearheaded the analysis of Toll datasets using SQL, employing statistical models to uncover Key Churn drivers which resulted in a 15% reduction in customer churn rate within the first quarter.
- Established Key Performance Indicators (KPIs) by utilizing Data Analytical techniques like Descriptive Analysis and Data Visualization through Looker resulting in 25% surge in toll profits and 10% reduction in traffic bottlenecks.
- Demonstrated data-driven decision-making skills using SQL, Advanced MS Excel - VBA, Power Pivots, Tableau and Looker resulting in increased Toll Road usage by 20% during the Holiday Season.

Thanawalla Digital, Dallas, Texas

March 2022 – January 2023

Associate Project Manager, Solution Engineer Intern

- Led a team of 6 Engineers to develop a Custom Application using Salesforce equipped with CRM Analytics for a non-profit organization resulting in an increase in donations by \$10,000 and a 35% increase in donor retention rate.
- Developed a scalable solution using Salesforce Data Integration methods, Reports & Dashboards that empowered the non-profit to analyze Donor Data trends in real-time, resulting in 70% more effective fundraising campaigns.
- Designed secure and scalable solutions in Salesforce using Flows, Validation rules, Custom fields, Page layouts, Custom objects, Lightning Web Component development for AT&T 5G Sales Team resulting in efficient Customer Segmentation.
- Collaborated with Cross-Functional teams to analyze and develop a robust backup and disaster recovery plan using Data Migration techniques like Salesforce Change Sets resulting in a 40% reduction in data loss in the event of an outage.
- Advocated the team to Integrate Salesforce with Postgres database for improved Data Insights and Reporting capabilities achieving high engagement with AT&T Optic Fiber Customers.
- Spearheaded the integration strategies for seamless data flow between AT&T Databases and AT&T CRM using REST API and SOAP API, reducing data synchronization time by 20%.
- Facilitated overall SDLC through Project Definition and Scope Strategies, conducting thorough Retrospective Analysis to identify Cost Effective methods, resulting in a 20% reduction in project costs.

IBM Salesforce, UT Dallas – Team Lead

- Empowered a team of 3 developers to generate Einstein Prediction Builder for C-Suite Executives leveraging CRM Analytics, resulting in a 30% surge in customer interest for IBM offerings.
- Exercised state-of-the-art Artificial Intelligence and Machine Learning techniques to develop Robust Sales Forecasts using Einstein Next Best Action leading to a 25% increase in Product Sales Prediction accuracy.

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 by managing Resources, Timelines, and Project Tasks using JIRA, earning prestigious awards in Dubai and a 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%.

CAREER ACCOMPLISHMENTS - LEADERSHIP

- Led a team of 5 to create a Salesforce Application donning different hats like Consultant, Product Manager, and a Business Analyst for 'The GOD's CHILD PROJECT' and was awarded "**The 2022 UT DALLAS SALESFORCE PROJECT MANAGER**".
- Championed a team of 15 Interns, 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%.
- Influenced a team of 4 to develop a comprehensive "**AI + Data + CRM**" system for IBM C-suits, equipped with advanced AI and ML capabilities for Precise Sales Forecasting and Predictions.