1000B Rollins Hall
Norfolk, VA 23529

Ansh Shah

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SUMMARY

Highly motivated CRM Analyst looking to expand his knowledge in the field of Data Science and Analytics.

EXPERIENCE

Old Dominion University – *Norfolk, VA*   (February 2021 - Current)
CRM Analyst – Student Engagement and Enrollment Services
- Developing and maintaining the Salesforce CRM platform for 300+ users throughout the University
- Creating and maintaining automations within Salesforce to streamline rigorous manual processes
- Monitoring and refining marketing automation KPIs to drive business impact
- Assisting in the design and execution of multi-channel communication strategies
- Performing daily operations within Salesforce and Marketing Cloud, including data changes, reporting, compliance, troubleshooting, and enhancements

Chromocell Corporation - *North Brunswick Township, NJ*   (June 2016 - July 2020)
Laboratory Assistant/Junior Technologist - Food Applications & Data Management
- Developing and managing the Salesforce CRM to fit the evolving workflows of the company
- Creating different Dashboards for the Sales and Operations teams, also used in weekly KPI reporting
- Assisting project managers/food scientists with data gathering and visualization using MS Office
- Shipping flavor and application samples to potential/existing clients
- Assisting food scientists and flavorists in making food/beverage applications

EDUCATION

Old Dominion University - *Norfolk, VA*   (August 2022 - Current)
Masters of Science: Data Science & Analytics

Rutgers University - *New Brunswick, NJ*   (September 2015 - August 2019)
Bachelor of Science: Computer Science

KNOWLEDGE, SKILLS AND ABILITIES

Technical Skills:
- *Programming Languages:* Java, Python, HTML, CSS, MySQL
- *Operating Systems:* Windows, Mac OS
- *Software:* Microsoft Office, Google Suite, Salesforce CRM (Classic, Lightning), Eclipse, MySQL

CERTIFICATION

Salesforce Certified Administrator   (November 2020)
Salesforce
Renewal Date: April 2023