

# Brian Shanken

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## PROFESSIONAL SUMMARY

Professional analyst with more than seven years of experience of data and process analysis, with two years of experience developing marketing web based resources. Currently pursuing education from Georgia Tech to enhance my skills as a Full Stack Web Developer. My proficiencies and skills include:

- Pardot
- Salesforce
- Google Analytics
- CSS
- HTML
- JavaScript & jQuery
- API
- Node.js
- Microsoft Office

## EDUCATION

**Georgia Institute of Technology, Georgia Tech Coding Boot Camp**

*Full Stack Web Development*

**February 2021**

*Atlanta, GA*

**Valdosta State University, Bachelor of Science**

*Major in Physics, Minor in Mathematics*

**May 2013**

*Valdosta, GA*

## WORK EXPERIENCE

**Cleaver-Brooks, Inc.**

*Marketing Operations*

**Thomasville, GA**

*Apr. 2017 – Present*

- Maintain a data base of 20,000 prospects—consisting of developing lists based on interest, title, and industry
- Create custom engagement programs comprised of landing pages with forms, HTML emails, and integration with Salesforce lead owners
- Develop prospects into leads and distribute to multiple lead queues for sales follow-ups
- Generate reports for marketing ads, emails, and engagement programs
- Monitor and report on trends for multiple corporate websites using Google Analytics
- Compile data to develop market place insight for diverse locations and products
- Assist in SEO and AdWords programs
- Produce reports for executive team used for mapping out financial plans and guiding corporate projects

**Data Software Services**

*Data Analyst*

**Valdosta, GA**

*Jun. 2013 – Mar. 2017*

- Analyzed work performance of Customer Service Representatives of the call center
- Performed statistical trend analyses for maximizing performance efficiency
- Created cost analyses of company promotions
- Presented technical findings and meaningful business insights to senior management for use in business decision making
- Analyzed and modified admin and managerial process to save time and improve accuracy. One process was improved to cut time from 4 working days to 3 hours.
- Entered high volumes of data and created into interactive statistical presentations for managers using Microsoft Excel
- Developed and maintained accurate time records to submit to payroll

**Valdosta State University, Student Success Center****Valdosta, GA***Supplemental Instructor**Jan. 2012 – May. 2013*

- Held review sessions for large quantities of students on various learning levels
- Assisted students in learning the material
- Maintained availability for one-on-one office appointments

*Peer Tutor**Jan. 2010 – Dec. 2012*

- Assisted students in reviewing and studying for over twenty mathematics and physics courses
- Lead over 3,000 appointments
- Helped students prepare for standardized testing, including college entrance exams

*Front Desk Worker**Aug. 2011 – May 2012*

- Received phone calls from prospective tutees and schedule appointments with appropriate tutors
- Filed paperwork and maintained the organization system

**Valdosta State University, Office of Housing and Residence Life****Valdosta, GA***Resident Assistant**Aug. 2009 – May 2010*

- Worked as a front desk worker providing front-line customer service to around 500 residents, their parents and guests, and other departmental staff
- Developed an inclusive community among residents, maximizing positive resident interactions
- Mediated and provided conflict resolution in a professional and timely manner
- Managed administrative duties including incident reports, maintenance requests, room transfers, monthly inspections, and implementation of various hall programs
- Assisted with audits of room keys, physical inventories of rooms, and residents living in each room
- Responded appropriately to various emergency situations

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**VOLUNTEER**

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Volunteered in Costa Rica on a five week program with International Student Volunteers, helping lay the foundations for a water tank, dig a drainage system for sewage, and pave roads in the developing community in the town of San Cristobal Norte.

As an Emerging Leader, hosted a conference aimed at building leadership development skills for members of the community.

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**ACTIVITIES**

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| ➤ Society of Physics Students | <i>Member (2008-2013)</i>        |
| ➤ VSU Ambassadors             | <i>President (2009-2013)</i>     |
| ➤ Gay-Straight Alliance       | <i>Treasurer (2009-2011)</i>     |
| ➤ Emerging Leaders Program    | <i>Member/Leader (2008-2013)</i> |

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**PUBLICATIONS**

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D. J. Drake, J. W. R. Schroeder, B. C. Shanken, G. G. Howes, F. Skiff, C. A. Kletzing, T. A. Carter, and S. Dorfman, 2014. *Analysis of Magnetic Fields in Inertial Alfvén Wave Collisions*. Published by IEEE Transactions on Plasma Science (Volume 42, Issue: 10).