

# Harsh Kotwal

Seattle, WA | harshkotwal23@gmail.com | (317)-993-4545 | [LinkedIn](#) | [Portfolio](#) | [Github](#)

## SUMMARY

Customer-obsessed SaaS consultant with 2+ years at Salesforce, skilled in using analytics and statistical methods to evaluate monetization models and engagement performance. Backed by marketing and advertising experience, I'm currently researching auction theory and mechanism design to develop data-driven monetization strategies for AI and LLM ecosystems. Focused on opportunities in AI/LLM platform monetization and implementations.

## EXPERIENCE

### Salesforce

Seattle, WA

*Solutions Consultant*

*Jul 2023 – Present*

- Consulted internally and for 5+ customers including Collins Aerospace, Deloitte, and AAA on custom CRM implementations like asset management, membership relations, data migration, and onboarding systems.
- Collaborated with customer POCs to understand business processes, create user stories capturing functionality, and worked with developers and testers to implement features.
- Owned user acceptance efforts with 100+ global first-adopters and testers for 30+ development cycles.
- Facilitated the post-build phase for the onboarding experience system used by thousands of internal users.
- Demonstrated built functionality through walkthroughs and Q&A sessions for executives, and end-users.
- Delivered end-to-end solutioning and debugging using SQL for mass data migration efforts.
- Built interactive Tableau and Excel dashboards to support strategic implementation decisions.
- Achieved consistent 5/5 CSAT scores, MVP project awards, and 30+ retrospective shoutouts.
- Achieved 130%+ utilization, driving additional billable revenue, receiving quarterly org-wide recognition

### Independent Project: LLM Product Engagement Analytics

Seattle, WA

*Analyst*

*Jul 2025 – Present*

- Built a simulation and analytics framework for engagement in intent-based AI product recommendations.
- Normalized intent taxonomy and engineered user interaction features (CTR/Dwell) for LLM outputs
- Evaluated engagement drivers (intent match quality, ranking, price, rating) via SQL + R (logistic/ANOVA).
- Proposed monetization strategy and KPIs while justifying trust-preserving labeling standards.
- Notion Links: [One-Pager](#) | [Full Analysis](#)

### GEICO

Chicago, IL

*National Marketing Intern*

*Jun 2022 - Aug 2022*

- Developed data-based customer journeys in Salesforce Marketing Cloud to increase email-based engagement.
- Conducted market research and analyses on 60 million profiles using SPSS, Excel, and Power BI.
- Created and pitched 2 creative concepts selected for national commercial spot consideration.

## EDUCATION

Indiana University, Kelley School of Business — B.S. Marketing & Business Analytics | 3.85 GPA | Aug 2019 - May 2023

## SKILLS

**Analytics:** SQL, R, Tableau, Excel, Stata, SPSS, Python (basic)

**Frameworks:** A/B testing, regression modeling, ANOVA, auction theory

**Domain:** SaaS customer implementations, LLM ad monetization, engagement analytics

**Certifications:** Tableau Data Analyst, Postman API, Salesforce 10x certified

## PROJECTS & THOUGHT LEADERSHIP

- Analytics Case Studies: Authored LinkedIn posts on LLM engagement metrics and monetization frameworks.
- Auction-Theory Monetization Prototype (in progress): Simulating ad-auction dynamics in LLMs.