

KARTHIK KASALA

❖ KASALAK.GITHUB.IO

❖ KARTHIK.KASALA@GMAIL.COM

❖ 919-943-8085

PROFESSIONAL EXPERIENCE

Operations Analyst
Technical Support Analyst
Windsor Circle

Sept 2016 – February 2017
Durham, NC

- Worked closely with Director of Data Services to identify areas for improvement, implement automation, and increase reporting efficiencies for clients' weekly, monthly, and requested ad hoc reporting.
- Extracted client data from SFMC, GA, and the Python source code of the WC app, used SQL/Google Sheets queries to filter out pertinent data, and Excel v-lookups/pivot tables to present information for external reporting purposes.
- Created reports showing impact of promotional/triggered email campaigns for brands of \$25BN+ international client.
- Worked as the central hub through Salesforce for both client success & internal inquiries, ensuring proper routing, escalation of, and timely responses when addressing client issues for assigned client portfolio of over 120 clients.
- Interacted with support engineers, client success managers, and development team members to troubleshoot and resolve at least 15 cases a week for UX, e-commerce/email service provider (ESP) endpoints (Magento, NetSuite, Shopify, Mail Chimp, SFMC), and other client inquiries, helping case average time to resolve (ATTR) to drop 60% within one quarter.
- Used Salesforce dashboards and reports to monitor Key Performance Indicators (KPIs) and made sure personal and team metrics were met on a quarterly basis.

Assistant State Auditor, Financial Audit Division
NC Office of the State Auditor

June 2014 – November 2014
Raleigh, NC

- Performed audits and assessments on functions, processes, and general controls for the NC Department of Transportation.
- Utilized ACL (Audit Computer Language) and SAP to write SQL queries in order to examine account/transaction balances and conducted statistical analysis to determine materiality.

Graduate Assistant, Information Systems & Mgmt. Dept.
University of North Carolina at Wilmington

August 2012 – May 2014
Wilmington, NC

- Collected data on U.S. college business major requirements for the Cameron School of Business and sister schools.
- Performed research on hypothetical manufacturing costs based on several years' worth of data using pivot tables & v-lookups in Excel, and matrix/drilldown reporting using query/report parameters through SSRS to present findings.

EDUCATIONAL EXPERIENCE

Web Developer
SPARKey

February 2016 – May 2016
Durham, NC

- Participated in a startup competition designed to provide a positive societal impact for the surrounding community; placed second of all competing teams.
- Helped design an application intended to provide students of diverse socioeconomic backgrounds access to previously inaccessible career information.

Python Web Developer
Versus.live

Oct 2015 – November 2015
Durham, NC

- Created a web app with three other Python developers using a Django REST API that utilized Data Driven Documents (D3.js) and the Bourbon UI framework to create scalable, dynamic brackets quickly at a variety of venues.

Data Science Track, Python with Django
The Iron Yard

Completed November 2015
Durham, NC

Master of Science (M.S.), Accountancy Conc: Audit/IT
University of North Carolina at Wilmington

Graduated July 2013
Wilmington, NC

- GPA: 3.8

Bachelor of Science (B.S.), Economics, Conc: Quantitative Analysis
East Carolina University

Graduated July 2009
Greenville, NC