Pourush Kalra

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### SUMMARY

A passionate Technology problem-solver. 2nd year MBA/MIS student with experience in technology architecture and consulting in enterprise tools such as Salesforce, SAP, HubSpot, delivering operational efficiency business solutions through technology.

### EDUCATION

#### **Master of Business Administration/MS in Management Information Systems dual degree Candidate** Dec 2021

## University of Arizona, Eller College of Management, Tucson, AZ

#### Received a merit-based 100% Tuition waiver Technology Leadership Award

#### Graduate Assistant at University of Arizona for Analytical Methods in Business and Marketing Analytics Lab

**Bachelor’s in Engineering - Major: Electronics and Communication Engineering** May 2015

## Guru Gobind Singh Indraprastha University, New Delhi, India

### SKILLS

**Tools/Applications:** Salesforce CRM, SAP ERP, GitHub, MS Excel, MS PowerPoint, Tableau, HubSpot, WordPress, Adobe XD

**Programming:** Java, Python, C, C++, SQL, JavaScript, HTML, CSS, jQuery, P/L SQL, R programming

**Soft Skills:** Executive Presentation and Reporting, Communication, Data Visualization, Statistics, Marketing

**Certifications:** Certified Salesforce Administrator, HubSpot Marketing Software Certified

### SELECT PROFESSIONAL EXPERIENCE

***Intern – Enterprise Architect* | iamHeart Inc., Arizona** Jun 2020–Aug 2020

* Built a business case and recommended the company moving its operations from the legacy application to Salesforce
* Single-handedly owned enterprise landscape and migrated data and processes to Salesforce with no data loss or failure
* Researched and recommended available integration solutions that cost only 40% of the company’s proposed budget
* Integrated Salesforce with various applications such as Stripe, QuickBooks, WordPress, FormAssembly, and ActiveCampaign offering an integrated Enterprise solution to enable cross-functional data transparency
* Implemented strategies and technologies to set up Marketing, Accounts Receivable, CRM, and e-commerce processes

***Intern – Marketing Consultant* | CrowdPharm, New York** Jun 2020–Aug 2020

* Collaborated with development and marketing team setting up HubSpot Marketing Software from the ground up to improve communication with partners
* Consulted the company on best marketing communication practices to follow based on their business operations
* Designed digital marketing strategy improving communication with stakeholders leading to a 20% increase in customer and client engagement within a month
* Linked HubSpot with company’s PHP web application, Slack, Web forms using APIs and application integrations
* Designed a chatbot automating processes for multiple consumer personas such as potential clients, subscribers, etc.

***Application Development Analyst – Salesforce Consultant* | Accenture Services Ltd, Pune** Jan 2016–June 2019

* Managed Salesforce Platform Deployment activities simultaneously for 3 business units in an Agile environment
* Collaborated with Engineering teams and Business analysts managing full sprint lifecycle from ideation, defining features until change deployment, and presented the progress to leadership
* Managed Salesforce organizational resources and drove user license strategy that reduced the operating cost by 15%

***Application Development Associate – SAP Basis Consultant |* Accenture Services Ltd, Pune**Jan 2016–June 2019

* Migrated & configured SAP software to the cloud server and installed 15 apps across MS Azure servers and conducted health performance improvement tasks to ensure the optimum customer experience
* Led a system monitoring automation activity with cross-functional teams cutting down team headcount from 35 to 20
* Reported and Maintained perfect Service Resolution performance metrics such as CSAT score and SLA breach count

ACADEMIC EXPERIENCE

**Data Mining** – Team Project Jan 2020-Present

* Working with a 60000+ record dataset to visualize and predict credit card delinquency using R statistical Package
* Performing data cleaning, data analytics, and built interactive action-based visuals using Tableau

**Enterprise Data Management** – Synthetic Client: Community Foodbank of Southern Arizona Aug 2019-Jan 2020

* Designed and Implemented an SQL database and front-end interface for the client using Oracle database

### EXTRACURRICULAR ACTIVITIES

* Vice President - Public relations of ‘Accenture Pune Toastmasters Club. Initiated PR activities that helped the club improve strength from 10 to 21 members in 6 months
* Community Relations Lead, Eller Net Impact Chapter - Communicating with NGO partners and Volunteers to host 6 events involving about 35 Volunteers each. Improved community engagement by 30%
* Played drums in a band at more than 10 events at club/college level events with 100-200 people in the audience