

SHIVAM HEDA

San Ramon, CA | (408) 332-8751 | shivam.heda@sjsu.edu | <https://www.linkedin.com/in/shivamheda/>

EDUCATION

San Jose State University, Lucas College of Business | *San Jose, CA*

August 2017 – December 2020

B.S. in Management Information Systems | Recent GPA: 4.00/4.00

- **Coursework:** Business Strategy & Information Systems, Corporate Strategy & Sustainability, Programming in Python, Information Systems Strategy & Applications, Networking & Data Communications, Database Management Systems, Systems Analysis & Design
- **Extracurriculars:** Management Information Systems Association, Delta Sigma Pi (Professional Business Fraternity), Spartan Analytics

Harvard Business School Online | *Boston, MA*

October 2019 – November 2019

Certificate in Business Analytics

- **Coursework:** Data Analysis, Descriptive Statistics, Single & Multiple Variable Linear Regression, Hypothesis Sampling

EXPERIENCE

WW Commercial Sales Acceleration Intern | **VMware** | *Austin, TX*

May 2020 – August 2020

- Orchestrated and authored the release of a Sales Strategy Runbook which received \$15,000 in initiative funding to catalyze existing WWCS and CSAT precision plays leading to a 17% increase in commercial revenue for APJ, AMER, EMEA
- Blueprint and implement a post-COVID development strategy for the commercial sales sector, through the creation of Future Ready strategies, which detail a focus on navigating VMware Cloud on AWS, vSphere, and Workspace ONE sales in a virtual environment

Business Operations & Development Intern | **Armored Things** | *Boston, MA*

August 2019 – December 2019

- Designed a custom HubSpot CRM to produce intelligent market insights which led to 3 new data-powered client acquisitions
- Influenced growth strategy to drive revenue to \$4 M in Q3 earnings by expanding beyond geographic sales comfort zone
- Facilitated trends and growth visualizations for Series A fundraising round through creating financial models on Excel by implementing Linear Regression Analysis based on company growth to increase start-up funding from \$5.5 M in seed capital

Sales Operations & Strategy Intern | **CrowdStrike** | *Sunnyvale, CA*

May 2019 – August 2019

- Automated a Sales Development Quota tracker utilizing six Salesforce datasets and the COUNTIF Excel function to monitor deals closed per fiscal quarter to overall assist in forecasting sales and revenue development per quarter
- Transformed raw data into deliverable visuals through Tableau to informatively understand Customer Success Portal impacts
- Created a robust business intelligence tool fusing Salesforce dashboard insights and DOMO data streams to provide a clear breakdown of AMER sales revenues in Q1 to Q3 of 2019 to power informed executive decisions around sales governance

PROJECTS

Office Sales Solutions Analysis | Information Systems Strategy & Applications Course | *San Jose, CA*

May 2020

- Utilized Python and Pandas DataFrame to conduct strategic analysis on 4 years of sales data, providing tactical breakdowns for top-selling products, year over year sales growth, and a descriptive breakdown of profitable consumer segments and locations
- Formulated analytical business recommendations resulting in a 10% increase in customer retention by implementing a loyalty program, and generated 20% sales growth through the displacement of least profitable products while shifting resources to higher demand ones

Competitive Market Research Portfolio – WaitTime | **Armored Things** | *Boston, MA*

September 2019

- Identified numerous factors about the company WaitTime such as product analysis, investments, markets, partners, leadership, and technical capabilities to create a competitive intelligence report
- Consulted with the CEO, CTO, and Director of Sales to determine WaitTime and Armored Things are not direct competitors

Falcon Complete Warranty Tracker | **CrowdStrike** | *Sunnyvale, CA*

July 2019

- Designed and automated the Falcon Complete Warranty Tracker through the integration of Smartsheets and Salesforce to carry out the work of a full-time employee cutting hiring costs by \$50,000
- Compiled key metrics of the Warranty Tracker on DOMO to create pertinent dashboards to present to the VP of Legal, President of Sales & Field Operations, and VP of Corporate Sales

LEADERSHIP

Founder & Lead Photographer | **Helix Photography** | *San Francisco, CA*

May 2016 – July 2019

- Innovated small business digital visibility through creating an interactive website/portfolio and social media presence from which customers can directly coordinate meetings and schedule shoots, allowing for a smoother customer process

SKILLS & INTERESTS

- **Technical:** Excel (VLOOKUP, Pivot Tables, Index Match), Salesforce CRM, Tableau (Analyst Certified), SQL, Python, Smartsheets
- **Analytical:** Business/Sales Operations, Financial Modeling, KPI Dashboards, Market Mapping, Competitive Analysis, Data Mining/Visualization, Sales Strategy & Execution, Management Consulting, Project Management, Results-Oriented Research