

# Shane Kercheval, MBA

Expert Generalist  
Strategist

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Sites | <http://shanekercheval.me>  
<http://shanekercheval.me/blog>  
<http://linkedin.com/in/ShaneKercheval>  
Continuous Education Board: <https://trello.com/b/lpdNoKgS/continuous-education>

## Who I am

I help companies create and execute strategies that identify opportunities and reduce risks.

I do this from a ‘full-stack’ perspective, bringing many skills to the table: marketing, finance/forecasting, psychology, website optimization, analytics, SEO, programming, and of course, strategy and execution.

These diverse skills allow me to see the big picture and navigate complex challenges.

My ideal environment is fast-paced, working with people who are intelligent, passionate, and empowered by leadership. I fit best in small to medium-sized companies that have a passion for delivering value.

## Experience

- **IntelliText** (from September of 2013 to the present)  
Expert Generalist, Strategist
  - Led initiatives to create new services and solutions for niche markets. Developed strategic objectives and created websites, marketing materials, and marketing copy.
  - Led ‘ideation’ initiative and developed processes for (business) idea viability analysis and idea development
  - Wrote python code/scripts utilizing various analytics APIs to aggregate and analyze data (e.g. Google Analytics, MailChimp, Bit.ly)
  - Delivered ‘business analysis’ & financial forecasting consultations and reports for clients; very positive feedback
  - Highly involved in legal activities including reviewing/updating contracts, negotiation of contracts with clients
  - Led and worked on highly diverse set of projects and tasks.
- **GoDirect Foods** (spare time, from July of 2014 to November 2015)  
Advisor, Strategy Consultant
  - Identified key business activities and strategic options; helped to plan and provide insight into the execution of ideas and projects
  - Provide guidance into scientific method of validating hypotheses
  - Set up analytics system in order to make data-based decisions
  - Led crowdfunding campaign, raised \$10,000
  - Created marketing plan and provided ongoing marketing insights
  - Led team to implement collaboration/communication methods
- **Itron** (from July of 2008 to August 2013)  
Software Developer
  - Led several projects to a successful completion.
  - Received multiple documented acknowledgments for outstanding dedication and achievement.
  - Worked onsite at customer locations to successfully troubleshoot, resolve problems, and provide support.

## Education

- **Masters - Business Administration**  
Eastern Washington University (2013)  
*Graduated with Honors; GPA 3.99*  
*Concentration in Finance*
- **Bachelors of Science - Computer Science**  
Eastern Washington University (2008)  
*Summa Cum Laude; GPA 3.87*  
*Minor in Physics and Mathematics*  
*Recognition of Achievement in C.S.*

## Professional Skills

Critical Thinking	●	●	●	●	●	●	●
Strategy / Options Analysis	●	●	●	●	●	●	●
Execution	●	●	●	●	●	●	●
Forecasting & ROI Analysis	●	●	●	●	●	●	●
Analytics / Statistics	●	●	●	●	●	●	●
Project Management	●	●	●	●	●	●	●
Ideation	●	●	●	●	●	●	●
Growth & Marketing	●	●	●	●	●	●	●
Website Optimization & SEO	●	●	●	●	●	●	●
Design	●	●	●	●	●	●	●
Sales	●	●	●	●	●	●	●
Legal	●	●	●	●	●	●	●
Psychology / Behavior	●	●	●	●	●	●	●
Risk Management	●	●	●	●	●	●	●
Process Improvement	●	●	●	●	●	●	●
Communication	●	●	●	●	●	●	●
Leadership	●	●	●	●	●	●	●

## Technical Skills

HTML, CSS, JavaScript	●	●	●	●	●	●	●
Google Analytics	●	●	●	●	●	●	●
Google Tag Manager	●	●	●	●	●	●	●
MailChimp	●	●	●	●	●	●	●
Survey Monkey	●	●	●	●	●	●	●
MiniTab Statistics	●	●	●	●	●	●	●
WordPress	●	●	●	●	●	●	●
Jekyll	●	●	●	●	●	●	●
Python Programming	●	●	●	●	●	●	●
HootSuite	●	●	●	●	●	●	●
Excel	●	●	●	●	●	●	●
IFTTT / Zapier	●	●	●	●	●	●	●
Tool Research & Discovery	●	●	●	●	●	●	●

# References Available Upon Request

*Until then, here's some more info about me.*

Shane understands business, strategy and what it's going to take to make a business successful. He will look at every angle and will come back to you and tell you what needs to be enhanced, changed, or deleted from your business plan.

*JC Conrad*

Founder/CEO, GoDirect Foods

## Strengths Finder Results

[strengthsfinder.com](https://www.strengthsfinder.com)

### 💡 Learner

*Condensed Description:* You love to learn. The process, more than the content or the result, is especially exciting for you. It enables you to thrive in dynamic work environments.

### 🎯 Focus

*Condensed Description:* "Where am I headed?" you ask yourself. You set goals that serve as your compass, helping you determine priorities and make corrections. You keep everyone on point.

### ✅ Discipline

*Condensed Description:* You instinctively impose structure on your world. You focus on timelines and deadlines. You break long-term projects into a series of specific short-term plans.

### 🛡️ Responsibility

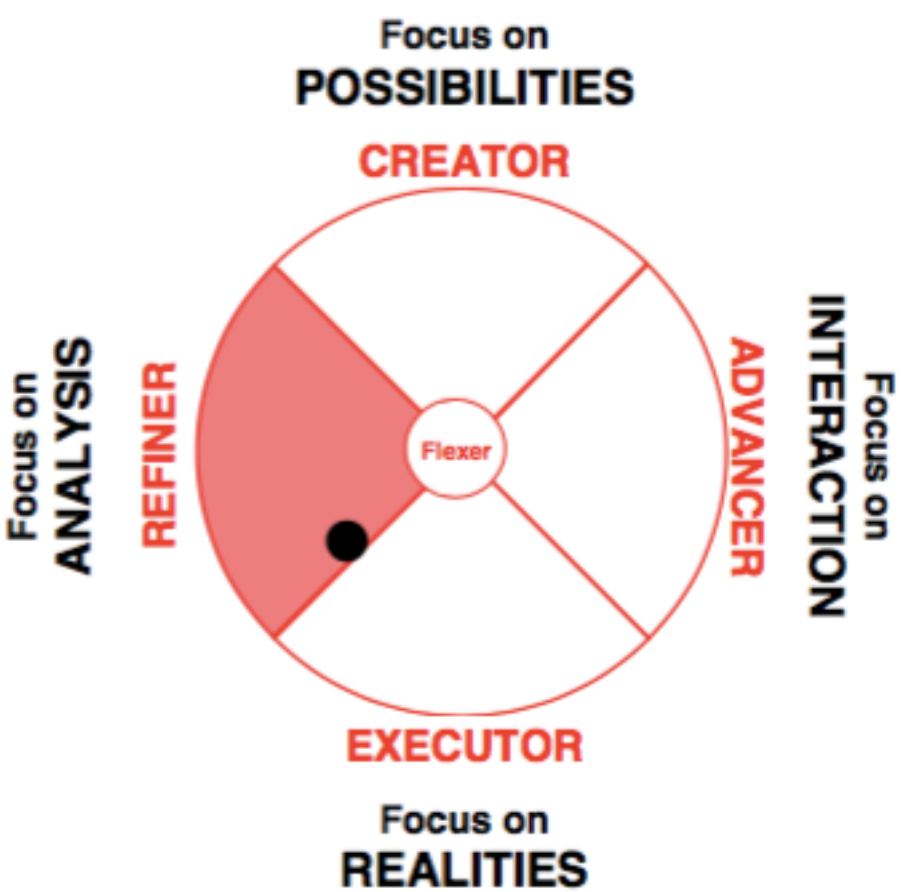
*Condensed Description:* Your Responsibility theme forces you to take psychological ownership for commitments. This conscientiousness for doing things right, and your impeccable ethics, combine to create your reputation: utterly dependable.

### ⬇️ Input

*Condensed Description:* You are inquisitive. You collect information—words, facts, books, and quotations. You read a great deal, it is not necessarily to refine your theories but, rather, to add more information to your archives.

## Team Dimensions Profile 2.0

[internalchange.com](https://www.internalchange.com)



### ↺ Refiner

Individuals who analyze a solution for flaws or revise a project systematically are Refiners. They focus on the objective, analytical world of facts or theories. Refiners use logic and a systematic approach to design a solution.

### ⚡ Executor

People who deliver concrete results and seek successful implementations are Executors. Executors make sure that important activities get accomplished, and they pay attention to details and the bottom line.

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