

Shane Kercheval, MBA

Expert Generalist
Strategist

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Who I am

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

I do this from a ‘full-stack’ perspective, bringing many skills to the table: website optimization, analytics, SEO, marketing, forecasting, psychology, programming & web development, 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
 - Delivered ‘business analysis’ & financial forecasting consultations and reports for clients; very positive feedback
 - Led various initiatives for process improvement and best practices across organization (sales, company task management)
 - 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	●	●	●	●	●	●	●