

# Shane Kercheval, MBA

Expert Generalist; Strategist; Analyst; Executor

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Hello :)

**It's difficult for a company to find people who are hard-working and passionate.** The passion part is the most difficult. Creating passion requires a common set of values and purpose. Companies create the most value for their customers and employees when they establish a culture with strong values/vision and then find people who align with that culture.

Employees, on the other hand, need to better understand and communicate what motivates us and allows us to become passionate. Doing so lets both parties make informed decisions, increases satisfaction, and decreases turnover. Please let me attempt that, below.

My ideal environment is where I will have a **sense of purpose**, as well as a measurable or observable **impact** on the company. I don't want to be a cog in the machine. I want the opportunity to collaborate with others and help drive the company to its vision. Therefore, it's important for me to be part of an organization or group that shares a **common vision** that everyone works towards.

It's also important that the company has a strong **culture of trust and autonomy**. And the degree of **transparency** between the company and the employee is indeed correlated with the company's ability and desire to delegate. Without transparency, employees don't have the information they need to make decisions. Here's a great (albeit extreme) example of transparency: <https://buffer.com/transparency>

Other cultural values that are important to me include: honesty and integrity, gratitude and respect, commitment to continuous improvement and learning, excellent communication and ability to reduce assumptions, meticulousness, strategic long-term thinking, agile execution, balance between defined processes and flexibility to strategically break rules when needed, work-life balance, and a company dedicated to creating value for its employees and its customers.

Also, please note that I'm looking for a **remote position**. After five years of working in an office and then working remotely for the last two and a half years, I have a strong desire for the latter. I value the **independence** and flexibility inherent in remote work as well as the level of **concentration** it allows. I found that my **productivity** substantially increased when I shifted from an environment of constant interruptions to one of extreme focus. Creating a remote environment forces the company to explicitly define its culture and processes to a level that the company may not have done otherwise. When people aren't consistently face-to-face, more effort and attention are required for communication, team buy-in, and gauging the state of morale. This explicit effort and attention can result in a healthier work environment than even some face-to-face companies can achieve. With today's technology, there's no reason why we can't **work together** and **build relationships** all over the world.

My passion for continuous learning and improvement has enabled me to build up a **diverse skill-set**, one that allows me to see the big picture and **navigate complex challenges**. It also allows me to **collaborate with and bridge the gap** between various roles (for example, between the customer, engineering, marketing, and finance) and help drive efforts forward.

**Please let me know if my skill-set (better defined on the next page) and my cultural beliefs can add value to your company.**

**Thank you** for your time and consideration.

Sincerely,

Shane Kercheval

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Expert Generalist  
Strategist

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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.*

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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. You are energized by the steady and deliberate journey from ignorance to competence. 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.

### 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.

### 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.

### 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.

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