

# 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	●	●	●	●	●	●	●