

ZACHARY O'CONNOR

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EDUCATION

Indiana University, Kelley School of Business, Bloomington, IN May 2024

Master of Science in Information Systems

- Certificate in Business and Technology: Included courses in Agile/Automation, Database Management, Python, Data Systems, Prototyping, and Case Analysis/IT in Business

Indiana University, Luddy School of Informatics, Bloomington, IN May 2023

Bachelor of Science in Informatics; Cognate in Business

GPA: 3.64/4.00

- Coursework: Informatics Capstone, Data Management, Technology Infrastructure, HCI/Interaction Design, Information Representation, Technology and Business Analytics, Data Fluency
- Two-time Dean's List awardee for academic excellence (2023, 2021)

EXPERIENCE

VMS BioMarketing, Indianapolis, IN June 2021 – August 2023

Engineering/Data Analysis Intern

June 2023 – August 2023

- Collaborated with a team of six to upgrade Salesforce Org to a newer version, resulting in saving 50% of budgeting costs
- Analyzed and aided in synthesizing data to derive valuable insights, uncover trends, and inform strategic business decisions allowing a smooth transition into the new Org
- Conducted comprehensive system testing to ensure optimal functionality, identifying potential bottlenecks, and addressing issues proactively

CRM Database Intern

May 2022 – September 2022

- Managed a group of interns researching 2022 pipeline products and organized weekly meetings, giving insight to over 400 newly developed drugs
- Built a solid marketing foundation in Salesforce enabling a more organized report of previous and new deals/clients
- Assisted in merging Salesforce and Outreach to connect with new contacts, resulting in eight new partners
- Conducted comprehensive data cleansing of the Salesforce database, effectively eliminating inaccuracies and streamlining record management, which resulted in enhanced data integrity and reliability

Business Development Intern

June 2021 – August 2021

- Collaborated with two interns in researching over 600 pipeline NDAs, cultivating new deal flow
- Developed multiple strategies to reach out to new clients through trial and error, resulting in fifteen meetings, and four new clients
- Created a presentation illustrating our research findings and presented to the board of directors (Consisting of Vice Presidents, CEO, and CFO)
- Uploaded our pipeline and contact research into Salesforce, allowing VMS access to information on over 500 new contacts

TECHNICAL

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- Technical Prowess: HTML, CSS, Python, Java, SQL, PHP, Salesforce, Tableau, Flask

ADDITIONAL

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- Volunteered at the MLK Center enabling kids to enhance their reading level