

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
- Concentration: Enterprise Cybersecurity and Risk Analytics: Included courses in Advanced IT Security, Cybersecurity Law and Policy, Organizational Information Systems Security, and Governance, Risks, and Controls

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

Bachelor of Science in Informatics; Cognate in Business

GPA: 3.64/4.00

- Coursework: Data Management, Technology Infrastructure, Technology and Business Analytics
- Two-time Dean's List awardee for academic excellence (2023, 2021)

EXPERIENCE

VMS BioMarketing, Indianapolis, IN June 2021 – August 2023

Engineering/System 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
- Participated in daily Scrum meetings to discuss project updates, resolve blockers, and align team objectives, fostering a collaborative environment that prioritized rapid iteration and feedback
- Facilitated in-depth interviews with stakeholders to develop customized user stories, enabling the design and implementation of tailored Salesforce dashboards across various departments.
- 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 meeting
- Built and maintained 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, 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

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