

# Shagun Kabra

(424) 239-4337 | SHAGUNKABRA@G.UCLA.EDU | LINKEDIN.COM/IN/SHAGUNKABRA | LOS ANGELES, CA

## EDUCATION

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### UCLA ANDERSON SCHOOL OF MANAGEMENT

*Master of Science in Business Analytics (MSBA)*

**Expected: December 2019**

- Coursework: Optimization, SQL and Data Management, Customer Analytics, Data Visualization, Spreadsheet Modeling
- UCLA Anderson Merit Fellowship

### UNIVERSITY OF CALIFORNIA, LOS ANGELES

*Bachelor of Science in Mathematics & Economics*

**September 2012 – June 2016**

*Specialization: Programming in Computing*

- Coursework: Econometrics, Statistical Methods and Frameworks, Probability Theory, Internet Programming, R Programming

## PROFESSIONAL EXPERIENCE

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### PRINCIPAL DEVELOPMENT GROUP CONSULTING (PDGC)

*PDGC is a Technology Consulting firm that develops financial management systems for leading companies in the entertainment industry such as Disney, CBS and Warner Brothers. I served as the primary contact for Sony Pictures Entertainment, with the responsibility of managing RPM – a \$10M internal web product used by the Global Sony Sales team to store contracts, revenue and licensing information.*

### ENGINEER II

**February 2018 – September 2018**

- Promoted to manage the development of new modules within RPM from conception to launch, growing the products active user-base (sales planners using the application) by 25%.
- Revamped the software development process from Waterfall to Agile (Scrum), implementing biweekly sprints, standard GitFlow practices, systematic code reviews and test-driven development, reducing QA bug reports by 70%.
- Led scrum ceremonies (standup, grooming, sizing, planning and retrospective meetings) and served as a liaison between different project work streams and stakeholders (internal and external) to meet the project goal of increasing revenue by 50%.
- Gathered requirements by designing and conducting customer interviews with 60+ power-users participating.
- Managed a team of five (two engineers, one designer, one analyst and one tester) to define, design and implement innovative and scalable solutions to meet consumer requirements, adding 15 new analytics and reporting features.
- Prioritized user stories, mission critical bugs and enhancement requests every sprint, trimming the backlog in JIRA by 35%.
- Owned the release schedule and launch process for each deployment, facilitating efficiency improvements and increasing the frequency of iterations catered toward customer requirements by 3x.
- Received Sony's "Walk the Talk" Award from upper management for streamlining the project cutover process.

### ASSOCIATE SOFTWARE ENGINEER

**August 2016 – February 2018**

- Developed across the entire stack of RPM, including front-end (JavaScript), business-tier (Java), and database-tier (Oracle SQL) to ship a documents upload tab, a windowing system and a security preferences and admin page. Post release, user engagement increased by 60%.
- Maintained a daily dashboard that tracked the monthly and quarterly performance of over 20 KPIs.
- Analyzed product metrics and conducted UAT after each release to gauge customer feedback and product performance, increasing customer retention by 30%.
- Launched a weekly Lunch & Learn program to provide product training across project streams with 70+ participants.
- Created a product demo and wrote training documents to assist the customer onboarding process, decreasing churn rate by 40%.

## LEADERSHIP EXPERIENCE

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### ELECTION BOARD CHAIRPERSON | UCLA UNDERGRADUATE STUDENT GOVERNMENT (USAC)

**August 2014 – June 2015**

- Led a team of 30 staff members across six committees to successfully administer two student government elections for 28,000 registered student voters.
- Designed and launched a website that contained all relevant information regarding the elections, averaging over 5000 visits a day.
- Implemented several marketing techniques to increase voter engagement and participation like short-term incentive programs and events along with a long-term marketing campaign called "Make It Count". This led to an increase in voter turnout by 40%.
- Updated official bylaws of the Election Code and ensured transparency in the elections process by implementing large-scale electoral reforms in campaign finances and voting methods, leading to several positive reports being featured in the university news.

### RESIDENT ASSISTANT | UCLA RESIDENTIAL LIFE

**September 2014 – June 2016**

- Maximized positive resident interaction and served as a resource within the campus community by promoting, developing and implementing programs to provide 90 students with academic assistance, career development strategies and leadership opportunities.
- Collaborated with UCPD, LAPD, LAFD, EMS and Campus Security to build Emergency Response Systems and Workflow.
- Awarded the "RA Of the Month" for the State of California and other Universities in the West Coast on November 2014.

## SKILLS

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- Programming Languages: SQL, Java, C++, MATLAB, HTML, CSS, JavaScript, Python, R
- Software: JIRA, Excel, Confluence, Github, STATA, Tableau, LucidChart, Trello