

Shlok Kaneria

shlokkaneria@gmail.com | 267.884.1828 | www.shloks.com

EXPERIENCE

CAPITAL ONE | SENIOR MARKETING PRODUCT MANAGER

Sep 2021 - Present | Wilmington, DE

- Led product development initiatives by utilizing Salesforce Marketing Cloud and CRM tools to streamline customer marketing journeys, and track key performance indicators, resulting in a 40% increase in retail bank customer engagement and a 20% boost in seasonal promotional conversion rates.
- Architected and delivered a SaaS platform that identifies optimal marketing channels and campaigns for consumers in near real-time. This solution generated over \$15M in annual revenue and accelerated marketing journey orchestration by 5X, aligning with both customer needs and long-term business driven OKRs.
- Managed a team of 10 (7 engineers and 3 marketing product owners) to develop and implement a refer-a-friend campaign, generating an additional \$60,000 in revenue and acquiring 10,000 new accounts within a quarter.
- Earned certification in AWS (Cert ID: QBKNPJ2JEEQQQ8W1), Salesforce CRM tools, API Management, Jenkins CI/CD, Github, Atlassian Tools, Kafka Streams.

FAST ENTERPRISES, LLC | SENIOR SOFTWARE SOLUTION ENGINEER

Jun 2019 – Sep 2021 | Denver, CO & Philadelphia, PA

- Proposed a dynamic web component that allows state residents to view and upload supporting documents for fiscal year tax filings, saving the Colorado state Department of Revenue roughly \$2M/year and accelerating tax return processing for individuals and businesses by 3X.
- Initiated and led the shift from custom-built solutions to scalable, reusable web components and libraries, reducing development time by 30%, cutting maintenance costs by 20%, and enhancing cross-team collaboration by standardizing tools and processes.

VILLANOVA UNIVERSITY | ML/AI RESEARCH LEAD

Jan 2018 – May 2019 | Villanova, PA

- Served as Instructional Assistant for 4 undergraduate CS courses including Algorithms & Data Structures, AI, Platform Based Computing, and Analysis of Algorithms, providing support in lectures, grading, and student support.
- Mentored 7 undergrad students on projects spanning both Computer Vision and Machine Learning - resulting in 2 research papers pending publish in IEEE.

PROJECTS

PERSONAL SITE | FULLSTACK DEVELOPMENT OF WEBSITE

Jan 2017 - Present | Philadelphia, PA

- Created **shloks.com**, a personal web portfolio to enhance digital presence and branding, utilizing HTML, CSS, and JavaScript.

JPMORGAN CHASE & CO. | CODE FOR GOOD HACKATHON

Nov 2020 | Wilmington, DE

- Collaborated with a team of 6 (5 engineers, 1 Data Scientist) to develop a PHP-based web app for a local non-profit using a MAMP stack; won 2nd place across the entire company (40+ competing teams)

ML/COMPUTER VISION ROBOTIC AGENT | RESEARCH LEAD

Jan 2018 – Dec 2019 | Villanova, PA

- Assembled and programmed autonomous robots using deep learning datasets, relying on high-level visual input to analyze and determine optimal chess moves against human competitors.

EDUCATION

VILLANOVA UNIVERSITY

M.S. IN COMPUTER SCIENCE |
CONCENTRATION IN ML/AI
Villanova, PA

VILLANOVA UNIVERSITY

B.S. IN COMPUTER SCIENCE
Villanova, PA

SKILLS

TECHNOLOGY

Salesforce CRM • SFMC • AWS •
Atlassian Tools • Windows •
Git/Github • DevOps • Jenkins

PROGRAMMING

MySQL • Java • Python •
TypeScript • C, C++
JS/HTML/CSS (Fullstack
Development) • Swift

LANGUAGES

English • French • Hindi • Gujarati

RESEARCH AREAS

GRADUATE

Platform Design
Deep Learning & Web Development
Software Program Management

UNDERGRADUATE

Artificial Intelligence
(Teaching Assistant)
Analysis of Algorithms
(Teaching Assistant)
Platform Based Computing
Machine Learning
Programming Languages

ORGANIZATIONS

Capital One Coders Tutoring
Association for Computing
Machinery (ACM)
National Science Foundation
Ardmore Food Pantry
American Cancer Society (ACS)

LINKS

Github:// github.com/skaneri1
LinkedIn:// in/skaneria
Personal Site: www.shloks.com