

Data, Community, and Salesforce:

Working as the Business Analyst Intern at the UNC
Entrepreneurship Center



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Kenan Scholars Class of 2023



The Eship Center's mission is "Inspiring, motivating, and developing entrepreneurial leaders who will create a positive impact in the world, locally and globally."

Internship Duties

- Analyze existing use of Salesforce CRM across all programs in anticipation of transfer to Kenan Institute Salesforce
- Segment/filter contacts pre-transfer, and collaborate to facilitate a successful transfer of data
- Provide general support to all Eship Center staff and associated programs/initiatives

Statistics

2,254

contacts are stored in the Eship Center's Salesforce

84%

of those contacts are community, alumni, or volunteers

16%

of those contacts are students

Progress & Impact

780

contacts out of **1800+** community contacts filtered out as duplicate or not-current

Contact Record

established with Kenan Institute Salesforce to better suit center needs

Research

conducted to inform alteration of **accounts** and **affiliations** within Salesforce

9

LinkedIn posts curated and posted to market Eship Center program **VC University Live**

Conclusion & Looking to the Future

The opportunity to take on this role within the Eship Center has been very special for me, as I have worked at the center part-time for the past year and a half. I dove more deeply into our initiatives and data, which taught me about what is required behind the scenes to curate meaningful programming for the community. I am continuing on with the Eship Center and Salesforce project this fall.