

KESHAV CHAWLA

(647) · 949 · 1746 ◊ hello@keshavchawla.com
keshavchawla.com

EDUCATION

University of Waterloo, Ontario

September 2020 - Present

Bachelor of Computing & Financial Management (*expected*)

Member of the Mathematics Endowment Fund Council (*2020*)

Executive of UW DECA (*2019 - 2020*)

Cumulative Average: 87.40

EXPERIENCE

Online Learning Assistant

May 2020 - Present

University of Waterloo Faculty of Mathematics

Waterloo, ON

Media Coordinator

May 2018 - June 2019

DECA Ontario

Toronto, ON

- Served as a DECA Ontario Provincial Executive Officer
- Revamped the deca.ca website using WordPress, HTML, and CSS (over 200,000+ visitors per year)
- Designed digital and paper assets for all off DECA Ontario's events and conferences
- Managed all of DECA Ontario's social media channels with over 15,000+ following
- Coordinated digital media for the publication of the Provincial Program
- Filmed and edited videos for DECA Ontario's promotional media
- Negotiated corporate sponsorship donations upwards of \$2,000
- Developed the set design and graphics for DECA's Provincial Conference stage
- Advised high school students all across Ontario on through workshops on DECA curriculum
- Represented DECA Ontario at the international level at conferences in Chicago, Baltimore, and Orlando

Founder

July 2017 - July 2019

Network Nights

Toronto, ON

- Organized quarterly networking conferences for the Toronto youth community
- Coordinated sponsorship donations of upwards \$1,000 per event
- Developed and facilitated the "Hotzone" Demo presentation model to showcase new startups
- Oversaw a executive team of 10 members helping to run the organization
- Maintained Network Night's web services including hosting and GSuite

Vice President of Engagement

August 2017 - August 2018

Project 5K

Markham, ON

- Headed the Engagement department consisting of blog writers, growth analysts, and web developers
- Designed wireframes, mockups as well worked on the front-end development of the project5k.ca website
- Resolved technical issues involving hosting and AWS
- Curated content and recorded podcasts for the Project 5K blog regularly reaching 500+ views per post
- Advised other VPs and executives on direction of the organization and technical feasibility

President*Markville DECA*

August 2017 - June 2018

Markham, ON

- Organized DECA Ontario's second largest chapter
- Improved the number of international competitors 1,500% in one year
- Created a 50-page Marketing guide for members to study for competition
- Chaired an executive team of 15 DECA students
- Formalized a Markville DECA curriculum of training resources to facilitate learning for future years
- Represented Markville DECA to other chapter delegates at various DECA Ontario events

Trainer*Markville DECA*

September 2016 - June 2018

Markham, ON

- Trained all students in principle cluster categories (PMK, PBM, PFN, PHT)
- Developed weekly lessons plans and engaging activities
- Analyzed and filmed case studies for competitors
- Organized logistics for managing a 150+ student chapter
- Assisted in chapter events to raise money for local charitable organizations

Growth Analyst*Project 5K*

August 2016 - August 2017

Markham, ON

- Focused on ways to grow Project 5K's reach in the greater Toronto area
- Established the Project 5K podcast interview and uploading content to Project 5K's social media channels
- Authored blog posts promoting the importance of volunteering in the community
- Participated in numerous volunteering activities supported by Project 5K in the community

Chief Technology Officer*Junior Economic Club of Toronto*

September 2016 - July 2017

Toronto, ON

- Created and organized 200+ G-Suite accounts for JEC Toronto Members
- Implemented the organization website and performed routine updates
- Launched JEC Toronto's blog content management system
- Initiated SEO tactics for JEC Toronto's website

Chief Technology Officer*Toronto International Affairs*

October 2016 - October 2017

Toronto, ON

- Organizing logistics to run yearly model united nation conferences
- Initiated SEO tactics for the Toronto International Affairs website
- Patched bugs within website and CMS systems
- Created a MUN committee and speakers list software for conferences

Sponsorship & Marketing Coordinator*Model City Hall*

October 2016 - October 2017

Toronto, ON

- Obtained funds to operate Model City Hall's conferences
- Communicated with sponsors to provide recognition at events and social media
- Calculated finances and expenses needed to operate events
- Promoted civic engagement amongst high school students in Toronto

TECHNICAL STRENGTHS

Computer Languages	C, Java, Racket, JavaScript, Turing
Tools	L ^A T _E X, HTML & CSS, WordPress, Netlify, Google Assistant SDK, Github, Vim, FTP, PGP
Graphic Software	Sketch, Adobe Suite, Figma, InVision
Video Editing Software	Final Cut Pro X, iMove, Adobe Premiere Pro

PROJECTS

Smart Mirror

Tech Stack: PubNub Functions, Google Assistant SDK (Voice), MagicMirror², RSS Feeds, and Python

Built a custom, interactive smart mirror with a Raspberry Pi that displays hourly news, jeopardy trivia, live tweets, and responds to commands with the built-in Google Assistant. The mirror syncs directly to calendars and Canadian news RSS feeds with on the minute updates. Incorporates MagicMirror² software, Google Assistant SDK (Voice), PubNub Functions, and the Spotify API.

Personal Blog

Tech Stack: Gatsby.js, Git, Google Analytics, Google Tag Manager, Netlify CMS, and KaTeX

Built on Gatsby.js and hosted directly on GitHub. Connected up to Netlify CMS for content management through the admin portal with automatic deployment. Incorporated into the blog, the KaTeX package, Google Analytics, Google Tag Manager, and imgbot.

HackTheFridge - iOS Controlled Fridge

Tech Stack: Xcode, Arduino, PHP, and Indico's Image Recognition API

Winner of the HackThe6ix hackathon Pepsi #DoTheDew challenge. Built an iOS app which controlled a cardboard fridge full of Mountain Dew. as part of the Inspired by the "I am Canadian" - Molson Canada Fridge Commercial, converted the concept over for Pepsi/Mountain Dew into an app which gives users a list of tasks encouraging physical activity that need to be completed to open the fridge.

AWARDS

Term Deans Honour List - <i>University of Waterloo</i>	2020
Semi-finalists - <i>University of Waterloo Hult Prize</i>	2020
Robert J. Sproule DECA Scholarship - <i>University of Waterloo</i>	2019
President's Scholarship of Distinction - <i>University of Waterloo</i>	2019
Valedictorian - <i>Markville Secondary School</i>	2019
Director's Achievement Award - <i>Markville Secondary School</i>	2019
Business Student of the Year - <i>Markville Secondary School</i>	2019
Finalist - <i>DECA International Career Development Conference</i>	2019
PepsiCo. Chilled DSD Scholarship - <i>DECA Inc.</i>	2019
Provincial Executive Offer Scholarship - <i>DECA Ontario</i>	2019
1st Place - <i>Model City Hall Conference</i>	2019
1st Place - <i>Havergal Model United Nations Conference</i>	2019
1st Place - <i>Don Mills Model United Nations Conference</i>	2019
Harry A. Applegate Scholarship Finalist - <i>DECA Inc.</i>	2019
NAPA Scholarship Finalist - <i>DECA Inc.</i>	2019
6th Place - <i>DECA International Career Development Conference</i>	2018
1st Place in section - <i>DECA Power Conference - Baltimore</i>	2018
Provincial Champion - <i>DECA Ontario</i>	2018
1st Place - <i>Toronto Model United Nations Conference</i>	2017
1st Place York Regionals - <i>DECA Ontario</i>	2017
2nd Place - <i>TribalScale HackuWeather Hackathon</i>	2017
3rd Place - <i>Don Mills Model United Nations Conference</i>	2017
Hover Challenge Winner - <i>T.Hacks Hackathon</i>	2017
Top 5 - <i>Index Exchange #HACKWITHIX Hackathon</i>	2017
Top 10 - <i>DECA Ontario Provincial Conference</i>	2017
1st Place - <i>DECA Ontario Provincial Conference</i>	2016
3rd Place - <i>FraserHacks Hackathon</i>	2016
3rd Place - <i>Don Mills Model United Nations Conference</i>	2016
Pepsi Challenge Winner - <i>HackThe6ix</i>	2016
Top 5 Finalist - <i>Impact Tomorrow Pitch Competition</i>	2016

LICENSES AND CERTIFICATIONS

Remote Work Foundations - <i>LinkedIn</i>	2020
Time Management: Working from Home - <i>LinkedIn</i>	2020
Workplace Violence Awareness - <i>University of Waterloo</i>	2020
Accessibility Training Certification - <i>University of Waterloo</i>	2020
WHMIS 2015 Training - <i>University of Waterloo</i>	2020
Employee Safety Orientation Training - <i>University of Waterloo</i>	2020
Java AP Computer Science A Certification - <i>CodeHS</i>	2019
Canadian Ski Instructors' Alliance Level 1 Certification - <i>CSIA Ontario</i>	2016