

# KESHAV CHAWLA

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keshavchawla.com

## EDUCATION

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### 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

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### DECA Ontario

May 2018 - June 2019

*DECA Ontario Provincial Executive Officer - Media Coordinator*

*Toronto, ON*

- 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

### Network Nights

July 2017 - July 2019

*Founder*

*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

### Project 5K

August 2017 - August 2018

*Vice President of Engagement*

*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

### Markville DECA

August 2017 - June 2018

*President*

*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

### **Markville DECA**

*Trainer*

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

### **Project 5K**

*Growth Analyst*

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

### **Junior Economic Club of Toronto**

*Chief Technology Officer*

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

### **Toronto International Affairs**

*Chief Technology Officer*

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

### **Model City Hall**

*Sponsorship & Marketing Coordinator*

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**

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### **Computer Languages**

#### **Tools**

### **Graphic Software**

### **Video Editing Software**

C, Java, Racket, JavaScript, Turing

L<sup>A</sup>T<sub>E</sub>X, HTML & CSS, WordPress, Netlify, Google Assistant SDK, Github, Vim, FTP, PGP

Sketch, Adobe Suite, Figma, InVision

Final Cut Pro X, iMovie, Adobe Premiere Pro

## AWARDS

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

## LICENSES AND CERTIFICATIONS

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