Parmvir Grewal

Brampton, ON, L6Y 4J1

647-545-1647 | parmg100@gmail.com

EDUCATION

University of Toronto   **Mississauga, Ontario**

HBSc, Major in Geographic Information Systems, Minors in Computer Science   2018 – 2023
and Environmental Management

Prominent Course Projects:

GIS and Remote Sensing Integration   January 2022 – April 2022

- Conducted a comprehensive group research project on the impact of urban sprawl on Halton Region's demographics and physical environment.
- Utilized a multi-faceted approach incorporating satellite imagery, spatial and non-spatial data (such as sprawl, growth indexes, census data, etc.), and analytical tools (NDVI, NDBI, supervised classification maps, etc.) to highlight the effects of urban sprawl.

GIS and Population Health   January 2022 – April 2022

- Conducted independent research on hospital accessibility in northern British Columbia.
- Used geospatial tools, route files, network data sets, census data, and drive time analysis to gain a comprehensive understanding of the challenges and opportunities for accessing essential medical services in the region.

Spatial Data Science II   January 2021 – April 2021

- Conducted a collaborative research project to study air quality in five US states.
- Utilized IDW Interpolation, Kriging, Cluster Analysis, Empirical Variograms, and Skater Algorithms on 2013 US EPA air pollution data to analyze the relationship and impact of oil production, refining, automobile usage, and urban heat islands on ozone formation.

WORK & LEADERSHIP EXPERIENCE

Hardwood Flooring Outlet   **Concord, Ontario**

Website Developer/Manager   September 2020 – August 2022

- Developed and launched an e-commerce WordPress store from the ground up, including domain and hosting setup, product creation, plugin installation and much more.
- Employed various marketing strategies, including Google Ads and Facebook Ads campaigns, to drive traffic and sales.
- Utilized website optimization techniques (SEO, Landing page optimization, etc.) and analytics to improve customer conversion and overall website performance.

Revo Health   **Toronto, Ontario**

Summer Internship   July 2019 – August 2019

- Designed and coded a visually appealing and user-friendly homepage and login page for Revo Health using HTML, CSS, and JavaScript.
- Worked within a collaborative team environment, utilizing version control tools like GitHub and Git to efficiently manage code changes.
- Implemented agile programming and sprint methodologies to deliver high-quality results in a timely manner and improve overall project efficiency.

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Java, Python, C, HTML, CSS, JavaScript, R, RStudio, ArcGIS, ArcGIS Pro, ERDAS Imagine, WordPress, Google Ads, Facebook Ads, Google Analytics, SEO, Microsoft Office Suite.