MITUL SHAH

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SUMMARY

Technology is rapidly changing our world, by being able to follow & learn about every disruptive step it takes, I'm determined to be the driving power behind it. As an individual that is always eager to learn, I am committed to taking on any challenge that is thrown at me.

SKILLS

HTML, CSS/SCSS, JavaScript, Visual Basic, SQL, Google & Heatmap Analytics, Adobe Creative Suite, Microsoft Office (PowerPoint, Excel), Social Media Management

EDUCATION

RYERSON UNIVERSITY – BACHELOR OF COMMERCE   Graduation - April 2019

Business Technology Management, Co-op (Finance Minor)

EXPERIENCE

BMO WEALTH MANAGEMENT – BUSINESS INTELLIGENCE   May 2017 – August 2017

Research & Digital Strategy Analyst – Data & Analytics, Centre of Excellence
- Built client segmentation profile to visualize how traders can be leveraged as a greater revenue source
- Coded queries using SQL and SAS to manage datasets and design reports and visualizations on Spotfire
- Developed user stories and designed the UI of a centralized advisor dashboard with Axure; market research included studying competitors and interviews with existing advisors to find common pain-points
- Presented research to executives & pitched how critical actionable insights could lead to higher revenues

CIBC WEALTH MANAGEMENT - RISK   May 2016 – December 2016

Technical Process Analyst
- Chaired weekly risk meetings with internal LOBs to delegate duties and provide risk remediation advice
- Coded & implemented Visual Basic automation within Excel dashboards to increase team productivity
- Built Kijiji based web app with agile Skunk Works team to improve student work & learning experience
- Conducted process reporting while working with Internal Audit team; ensure team processes were correct

FREELANCE – TYPICALMITUL.COM   November 2015 - Present

Photographer, Digital Marketing

Clients: *Shopify Burst, 500px, Amdocs, LG Canada, Samsung, Google Pixel, Ryerson University, Browns Design*
- Provided product-based advertising through social media channels and exceeded expected traffic ratios
- Designed and built portfolio to increase online presence & attract more clients; revs increased over 500%
- Presented multiple workshops; licensed work to major brands; assisted with online presence growth
- Partnered with brands to create influencer campaigns that appeal to millennial and student demographics

FIRST QUARTER   November 2015 - Present

Founder
- Leveraged knowledge of online black markets and trend analysis to launch a clothing line based on a fad
- Managed manufacturing operations, finances, team of two, and built ecommerce website to increase sales
- Ceased operation due to retailers catching the trend and having lower cost basis

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PROJECTS

RBC Next Great Innovator Hackathon – Front-End Developer
Applied creative knowledge of design principles to build a web based platform that could retain millennial loyalty and talent at RBC - utilizing RBC project sponsors to create impactful, value projects.

#JavaScript30 – Front-End Developer
Over the course of 30 days, I completed 30 different JavaScript projects while following an online tutorial. I strengthened my skills and knowledge on ES6, as well as how to build more dynamic websites.

Roboadvisor – Ryerson Algorithmic Trading Group
Leveraged knowledge of the financial industry & brokerage flaws, to build an algorithmic trade system using Python and Quantopian; i.e. Market sell order for $XYZ based off technical indicators such as RSI and MACD.

LEADERSHIP

ACCENTURE, UNITED WAY – Consultant
As a team, we developed solutions increase millennial donor retention and raise awareness of United Way initiatives as traditional options do not align to future generation behaviours
- Designed an annual event framework to target the millennials needs and utilize UW partner companies

500PX PHOTOWALK & WORKSHOP - Lead
- Partnered with 500px to host a photowalk and an engaging workshop on urban photography essentials
- Extensive project planning and strategic marketing led to 200+ attendees and features in the Metro News

CIPHER, BONFIRE 2017 – Mentor
- Mentored group of 5 high school students on how to build a dynamic website in a 24-hour time frame
- Utilized LastFM API to develop a web app that shares new music based on what you are listening to

ACHIEVEMENTS

NEXT36 Startup Sprint, 2017   Third Place
Designed a viable business model to sell spare space in travellers' luggage, making P2P international trade easy

RBC Next Great Innovator Hackathon, 2017   Third Place
Built web to retain millennial loyalty & talent by using RBC project sponsors to create impactful projects

BMO & Ryerson Financial Planning Case Competition, 2017   First Place
Developed solution to assist client in reducing their personal debt by leveraging their existing asset value; refinanced mortgage, applied the pyramid payoff method and created a financial plan for the future

IBM Watson & Ryerson Zone Learning Analytics Hackathon, 2015   Third Place
Utilized Watson Analytics to determine top respected celebrity humanitarian based on social media sentiment