

# Keval Khara

+1(857)-800-5579 || kevalkhara95@gmail.com

Website: <http://www.kevalkhara.org> || LinkedIn: <https://www.linkedin.com/in/kevalkhara> || GitHub: <https://github.com/kev5>

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## TECHNICAL SKILLS

- **Languages:** Python, SQL, Scala, Go, Javascript, Java, Bash, C#, C++, HTML5, PHP, CSS3
  - **Tools:** Amazon Web Services, PySpark, Pandas, MySQL, Hadoop, Hive, Spark, Snowflake, TensorFlow, PyTorch, Scikit-learn, NumPy, Tableau, Power BI, PostgreSQL, Docker, Kubernetes, Flask, Jira, Jenkins
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## EXPERIENCE

*Data Engineer II - Product Management, Spiceworks Ziff Davis, Wilton, CT*

**Feb'19 - Present**

- Played a **pivotal** role in the **acquisition** of **Aberdeen** by Spiceworks Ziff Davis, leading the integration of multiple products by determining business requirements and KPIs
- **Liaising** with clients on pre-sales and post-sales meetings to propose customized business solutions by discovering opportunities with **big data insights** and **presenting analyses** to Senior Executives
- **Leading** a team of 4 engineers for the development and data operations of OnDemand **SaaS platform** that processes over **5 TB** of data to provide intent-driven marketing and sales leads to **200+ clients**, generating up to **40x ROI**
- **Ownership** and **management** of the **Intent Analytics Engine**, which is the backbone of all products and responsible for generating client deliverables
- **Increased** the **business identity resolution** by up to **80%**, by designing and developing a **Device Identity Graph** that became our **best selling point** during the COVID-19 pandemic
- **Uncovered promising leads** for sales and marketing by **innovating** a **Lookalike Model** employing **NLP** for topic modeling, and AWS EMR, Athena, Lambda, API Gateway and S3 for the **ETL** pipeline
- **Improved accuracy** across all our products and helped save on **processing and storage costs** by **21%** by designing and developing a **Neural Network** model for **big data fraud detection**
- Overhauled the **client on-boarding** and management process by architecting and developing a **Client Management system**, using AWS EC2 for hosting a Flask app, API Gateway and Lambda for functionality, RDS and S3 for storage

*Strategy Consultant - Pro Bono, Taproot Foundation, New York City, NY*

**Jan'21 - Present**

- Creating a **growth and marketing** strategy for [Inclusive World](#) to expand its outreach and help achieve its mission of developing skills and abilities of differently abled individuals around the world
- Establishing a **business plan** for [Hunter Memorial Mural](#) to fundraise **\$75,000** by discovering and implementing revenue generating ideas, applying to grants, and pitching for corporate partnerships

*Software Engineering Intern, Viasat Inc., Seattle, WA*

**June'18 - Aug'18**

- Streamlined the development and deployment of [12-factor](#) apps at Viasat by building a next-generation [orchestration platform](#) that requires minimal operational overload
- Developed the **REST API** and **CLI** for the platform. Modeled the **PostgreSQL** database and used Object-Relational Mapping for **Golang** to reduce development time and achieve a richer query capability

*Data Science Engineer, BU Spark, Boston, MA*

**Jan'18 - May'18**

- **Increased the revenue** by **28%** by developing a **Recommender System** for a Social Interior Design Company called [Printz](#), and revamped their E-commerce platform for better customer retention
  - **Led an investigation** into the distribution of government contracts among the minority-owned businesses in Massachusetts, collaborating with [WGBH](#). **Modeled** the **ETL pipeline** and used **clustering** techniques in the process
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## EDUCATION

**Master of Science, Computer Engineering**

Boston University, Boston, USA

**Sept'17 - Jan'19**

**GPA: 3.71/4.0**

- **Coursework:** Data Science, Machine Learning, Algorithms, Advanced Data Structures, Cloud Computing, Artificial Intelligence, Software Architecture, Product Development, Enterprise Client-Server Software
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## INTERESTS

Pro Bono Consulting, Mentoring, Investing, Macroeconomics, FC Barcelona (Soccer), Reading, Traveling