Kanav Petkar

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Summary of Qualifications

o Skilled in **VBA** and **Excel** (Pivot Tables, VLOOKUP, Circular Referencing, Macros); proficient in **Web Development** and **Java**

o **Analytical thinker** and **team player** with the ability to **learn fast** on the job

o **Strong written** and **verbal communicator,** confident with **internet marketing techniques** as demonstrated by managing social media accounts for clients

o **Self- starter**, who has founded two businesses, with the ability to **complete work independently,** effectively and efficiently

o Adept at **synthesizing data and ideas** to make compelling reports, visualizations and flowcharts using **Visio**

Relevant Work Experience

Technical Business Analyst | YBHG Solutions | Feb. 2017 – Dec. 2017

o Managed social media accounts for clients on reddit, Facebook and Instagram, thereby increasing their online presence

o Responsible for directly liaising with 9 major clients, considering their feedback and the relevant KPI's, and improving services as needed

o Used SEO best practices to elevate organization's Web presence; achieved top 5 Google rankings on several highly competitive keywords

o Designed and published 13 fully responsive, optimized websites using HTML, CSS, WordPress and Bootstrap

o Created 7 advertising campaigns with Google Analytics, AdWords and reddit marketing, increasing sales on average by 13%

Founder | CodeNow! Tutoring | June 2016- September 2016

o Received a $3000 grant from the Government of Ontario to start my own small business to tutor students in Java and Web Development

o Had to prepare a business plan, a marketing plan and expense reports

Relevant Projects

Decision Support Tool | MSCI 100 | 2017

o Created Excel Workbook that optimizes decision making and project management during the Software Development Lifecycle

o Used data visualization techniques such as dashboards, dynamic Gantt and Sunburst charts to display data most effectively

o Used Pivot Tables, VLOOKUP, Circular Referencing, Macros and VBA

Drop Shipping Business| E-Commerce Website | 2016-2017

o Identified a promising niche for an e-commerce, made mock-ups on Photoshop and sent the designs to be produced in a factory in China

o Business featured in the Huffington Post and sold more than 10,000 units

Lobster Log| Aquatic Sustainability Hackathon | 2016

o Created a web app which used locations of lobster traps inputted by fishermen to construct a heat-map to avoid damage of equipment

o Won Second Place at Aquatic Sustainability Hackathon 2016

o Built using HTML, CSS, JavaScript and Google Maps API

Languages

VBA| Developed and implemented a Decision Support System for MSCI 100 to optimize project management decision making during the Software Development Life Cycle

HTML/CSS/JavaScript| Developed game and multiple websites using HTML, CSS and JavaScript

Java| Completed two years of Java in high school and made Tetris clone

Node.js| Completed introductory course on Coursera

Tools

Excel, Visio, Git, Microsoft Office, Selenium, Bootstrap, WordPress, Sketch, Adobe Creative Suite, Google AdWords, Google Analytics, Chart.js, Crafty.js

Education

Management Engineering
2017-2022
University of Waterloo

Relevant Coursework: Computer Programming, Financial Management for Engineers, Work Design and Facilities Planning, Electrical Circuits

Awards: Faculty of Engineering Scholarship, President's Scholarship

University of Toronto Schools
2013-2017

Extracurriculars: Reach for the Top, Model UN, Baseball, Cricket

Interests: Baseball, Cricket, Working Out Reading, Cryptocurrency Trading