

Niveda Balanathan

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EDUCATION

Western University, London, ON

September 2017

Bioinformatics and Business Administration, BSc + HBA

GPA: 3.8, Western Scholarship of Excellence

PROFESSIONAL EXPERIENCE

Richard Ivey Business School, London, ON

June 2018 – Present

Product Development and Data Analyst Intern

- Researched and developed a financial literacy program for students through extraction of 100+ resources and performed data and competitor analysis to identify key success factors and fundamental financial knowledge content
- Produced an in-depth recommendation report distributed at Ivey Academy to design final educational venture

Western Founders Network, London, ON

April 2018 – Present

Current Co-Chair of Future View, Incoming President

<https://www.foundersnetwork.ca/>

- Led a team to plan Western's innovative technology conference, Future View, through the management of speaker outreach, sponsorship procurement, workshop design and marketing strategy, which led to the implementation of a successful event
- Developed the event through collaborative research conducted on technology trends, the implementation of a product demonstration stage, more interactive workshops, and this resulted in a 42% increase in attendance

Western Management Club, Toronto, ON

September 2018 – Present

Consultant – Mood & Co.

- Conducted industry and competitor research and analyzed data across operations and marketing verticals, and created client-facing material sent to partners for external interactions resulting in upwards of 33% increase in revenue and new contracts valued at \$25,000
- Completed a financial size-up using the business' financial statements and formally presented cost-saving strategies

CAISA Fashion Show, London, ON

September 2018 – March 2019

Corporate Sourcing Relationship Manager

- Communicated and negotiated with various companies to form sponsorship deals and acquired \$11,725 in sponsorships
- Coordinated creative marketing initiatives and retained stakeholders' satisfaction to ensure their return for the following year

HOSA Canada, Toronto, ON

July 2016 – March 2019

Competitive Events Officer

- Implemented initiatives to improve competitive events management through retraining executives and producing event manuals, resulting in the successful execution of 20+ competitive events over a 2-day conference for 4100 students
- Re-designed competitor communications through the creation of a new participant online platform for improved user-experience including curated academic resources and feedback indicated a 78% increase in competitor satisfaction

Future Possibilities for Kids, Toronto, ON

June 2018 – August 2018

Camp Leader

- Designed an innovative camp program with activities that highlighted leadership principles, through which students spearheaded community outreach projects and this learning environment style was awarded **Best Camp Location of 2018**

TECHNICAL SKILLS

Python, R Studio, Java, Tableau, Xcode, Figma, Adobe Illustrator and Photoshop, Microsoft Office (Word, PowerPoint, Excel)

PREVIOUS EXPERIENCE

Competitions:

McHacks6 - Created an IOS app with an Interac API to track purchases and request payments

Extracurriculars:

Hult Prize at Western – *Public Relations Director*, DECA Western – *Competitor*, Let's Talk Science – *Elementary School*

Instructor, Pre-Business Students Network – *Mentor*, Western Investment Club – *Researcher*

Interests: Photography, Technology News, Innertube Water-polo, Graphic Design, Writing on Medium, Scuba Diving