

# OM PATEL

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## EDUCATION

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### McMaster University

*Bachelor of Computer Science, Minor in Statistics*

Hamilton, ON

09/2022 – Present

## EXPERIENCE

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### Marketing VP

*McMaster University's Software Engineering Society*

09/2023 – Present

Hamilton, ON

- Implemented a data-driven content strategy resulting in a 25% increase in website traffic and a 30% boost in social media engagement; developed and executed a content calendar, optimized SEO, and leveraged analytic to drive results
- Use data analytics tools to track the effectiveness of marketing campaigns and initiatives, leading to a 15% increase in marketing ROI

### Visual Media Specialist

*BAPS Inc.*

06/2019 – 01/2024

Toronto, ON

- Produced engaging visual materials such as images, graphics, videos, and animations. Ensured that the assets are consistent with brand guidelines and effectively convey messages to target audiences, increasing viewership by 25%
- Approximately 30% of my time was dedicated to organizing and maintaining a library of digital media assets
- Collaborated cross-functionally with marketing teams, designers, and content creators, spending approximately 20% of time providing guidance on effective visual strategies

### Administrative Assistant

*BAPS Inc.*

06/2021 – 01/2022

Toronto, ON

- Spearheaded the implementation of cutting-edge data modeling techniques, significantly improving database performance and slashing query execution time by 50%. This enhancement not only optimized overall system efficiency but also enabled real-time reporting and analysis capabilities
- Leveraged strong analytical skills to develop innovative solutions, resulting in a remarkable 20% increase in productivity. These solutions streamlined processes and workflows, contributing to greater efficiency across the organization

## PROJECTS

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### Vehicle Waste Heat Recovery | *Python, SQL, MS, Adobe*

12/2020 – 07/2020

- The project aimed towards the effort to develop more ways to naturally power items we use, while staying away from excessive consumption of fossil fuel
- Led a sustainability initiative to develop renewable energy sources, resulting in a 40% decrease in fossil fuel consumption and a 25% increase in the use of solar-powered technologies across company operations.
- Data collection and storage facilitated through SQL

## SKILLS

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**Languages:** Java, Python, C/C++, SQL, HTML/CSS, MATLAB, Haskell, JavaScript, R, Bash, Latex

**Developer Tools:** Git, Google Cloud Platform, VS Code, Visual Studio, Eclipse, Code :: Blocks, Jupyter

**Skills:** Adobe Illustrator, Excel/Numbers/Sheets, Git, Adobe Creative Suite, Adobe After Effects, Adobe Photoshop, Adobe Premiere Pro, Canva, Data Analysis, Data Structures & Algorithms, Graphic Design, Linux, Video Editing

## ACHIEVEMENTS

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- Junior Future Engineer Award
- McMaster University Award of Excellence
- McMaster Honours List