

# OM PATEL

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## EDUCATION

### McMaster University

Bachelor of Computer Science, Minor in Statistics

Hamilton, ON

Sept. 2021 – Present

## EXPERIENCE

### Marketing VP

McMaster University's Software Engineering Society

Sept 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
- Fostered cross-functional collaboration and promoted continuous learning within the team

### Visual Media Specialist

BAPS Inc.

June 2019 – Present

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.

June. 2021 – Jan 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 and problem-solving 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

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

December 2020 – July 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
- Developed a way to apply waste heat technology to cars to decrease fossil fuel consumption, while reducing pollution
- Data collection and storage facilitated through SQL
- Graphs and visual representations were meticulously crafted utilizing Adobe's suite of professional design tools

## TECHNICAL SKILLS

**Languages:** Java, Python, C/C++, SQL, HTML/CSS, Matlab

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

## ACHIEVEMENTS

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