

OM PATEL

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EDUCATION

McMaster University

Bachelor of Computer Science, Minor in Statistics

Hamilton, ON

09/2022 – Present

- McMaster University Award of Excellence
- McMaster Honours List

EXPERIENCE

Marketing VP

McMaster University's Software Engineering Society

09/2023 – Present

Hamilton, ON

- Led data-driven content strategy, boosting website traffic by 25% and social media engagement by 30%.
- Utilized analytic to optimize SEO and drive results.
- Implemented data analytic tools to enhance marketing ROI by 15%.

Visual Media Specialist

BAPS Mandir

06/2019 – 01/2024

Toronto, ON

- Organized and maintained a digital media assets library consisting of images, graphics, videos, and animations.
- Ensured that the assets are consistent with brand guidelines and effectively convey messages to target audiences, increasing viewer-ship 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 20% of time providing guidance on effective visual strategies

Administrative Assistant

BAPS Charities

06/2021 – 01/2022

Toronto, ON

- Led the implementation of advanced data modelling techniques, improving database performance and reducing query time by 50%, facilitating real-time reporting.
- Applied strong analytical skills to innovate solutions, resulting in a notable 20% increase in productivity and streamlining work-flows across the organization.

PROJECTS

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

- Led sustainability initiative for vehicle waste heat recovery project
- Achieved 40% decrease in fossil fuel consumption and 25% increase in solar-powered technologies
- Data collection and storage facilitated through SQL

Sorting Algorithm Visuals | *Python*

- Implemented various sorting algorithms such as Bubble Sort, Insertion Sort, and Quick Sort
- Optimized visualizations for user-friendly experience
- Utilized various library for creating graphical representations

SKILLS

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, AWS

Database: MySQL, MongoDB

Skills: Adobe Illustrator, Microsoft Suite, Git, Adobe Creative Suite, Canva, Data Analysis, DSA, Graphic Design, Linux

ACHIEVEMENTS

- Junior Future Engineer Award