

OM PATEL

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EDUCATION

McMaster University

Bachelor of Computer Science, Minor in Statistics

Hamilton, ON

09/2022 – Present

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 analytics to optimize SEO and drive results.
- Implemented data analytics tools to enhance marketing ROI by 15%.

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

- Led the implementation of advanced data modeling 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 workflows 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
- McMaster University Award of Excellence
- McMaster Honours List