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# SHIV PATEL

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647-575-2970



linkedin.com/in/shiv-patel23

Portfolio: shiv-patel.com

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## EDUCATION: DUAL MAJOR

### BACHELOR OF COMPUTER SCIENCE

University of Waterloo | 2022-2027

### BACHELOR OF BUSINESS ADMINISTRATION

Wilfrid Laurier University | 2022-2027

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## SKILLS

### TECHNICAL

- Python
- SQL
- HTML & CSS
- JavaScript
- Java

### GENERAL

- Proficiency: MS Office suite of applications
  - Leadership and interpersonal communication
  - Consulting and data analysis
  - Adobe Photoshop & Illustrator
  - Fluent in English, French, Hindi, and Gujarati
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## WORK EXPERIENCE

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### DIGITAL MARKETER - ASKPYRAMID TECHWORKS

July 2022 – September 2022 | Internship

- Retrieved and analyzed backlink data and SEO performance. Compiled the information into reports and suggested a plan of action to grow the company's customer base
- Assisted with content creation that was later distributed through mainstream social media marketing channels
- Created and updated the product database for various companies using WooCommerce and WordPress

### PHYSIOTHERAPY ASSISTANT - THE PHYSIO STUDIO

July 2022 – September 2022 | Contract, Full-Time

- Administered therapeutic modalities such as TENS and ultrasound
- Demonstrated and delivered exercises based on the physiotherapist's recommendations and prognosis
- Fostered connections with clients to provide an optimal experience

### OPTOMETRIC ASSISTANT – KODAK LENS HARWOOD EYECARE

July 2021 – September 2021 | Internship

- Completed and analyzed patient pretests and supplemental examinations: OCT scans, retinal photos, and visual field tests
  - Performed reception duties such as checking patients in/out and managing appointments
  - Assisted the optician with marketing new promotions on eyewear released from Kodak headquarters.
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## HONOURS

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### WEALTHSIMPLE LIVE CASE COMPETITION SEMI-FINALIST

Wilfrid Laurier University | December 2022

Consulting case competition with 250+ teams designed to create and pitch an innovative solution to increase Wealthsimple product adoption within the Gen Z demographic.

### NESTLÉ LIVE CASE COMPETITION WINNERS

Wilfrid Laurier University | October 2022

Consulting case competition with 150+ teams designed to develop and present a creative solution to drive e-commerce impulse purchases while ensuring temperature-sensitive deliveries.

### FOUR YEAR SERVICE MEDAL

Royal Canadian Air Cadets | May 2022

Participated in the Air Cadet program (subsidiary of the Air Force) for five years. Led 200+ cadets as Warrant Officer Second Class.

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