

# Keval Khara

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## SUMMARY

Product-focused Software and Data Engineer with 3+ years of experience in facilitating cutting edge engineering solutions with an extensive expertise in large system architecture development and management.

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## TECHNICAL SKILLS

- **Languages:** Python, SQL, Scala, Go, Javascript, Bash, Java, C#, C++
  - **Platforms:** AWS, Apache Spark, Hadoop, Hive, Pandas, Snowflake, MySQL, Tableau, Power BI, Flask, Jira, Jenkins
  - **Skills:** Product Management, Software Architecture, Data Science & Engineering, Cloud Computing
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## EXPERIENCE

*Data Engineer II - Product Lead, Spiceworks Ziff Davis, Stamford, CT* **Feb'19 - Present**

- Played a **pivotal** role in the **acquisition** of **Aberdeen** by Spiceworks Ziff Davis, leading the integration of multiple products by determining business requirements and KPIs
- Identifying **new product** opportunities based on interactions with Sales and CSM teams and in-depth market research
- **Liaising** with clients on pre-sales and post-sales meetings to propose customized business solutions by discovering opportunities with **big data insights** and **presenting analyses** to Senior Executives
- **Leading** a team of 4 engineers for the development and data operations of OnDemand **SaaS platform** that processes big data to provide intent-driven marketing and sales leads to **200+ clients**, increasing **ROI** up to **40x**
- **Ownership** and **management** of the Intent Analytics Engine, which is the backbone of all products and responsible for generating client deliverables
- **Increased** the business identity resolution by up to **80%**, by designing and developing a **Device Identity Graph** that became our **best selling point** during the COVID-19 pandemic
- **Uncovered** promising leads for sales and marketing by **innovating** a Lookalike Model employing **NLP** for topic modeling using TensorFlow, and AWS EMR, Athena, Lambda, API Gateway, and S3 for the **ETL pipeline**
- Overhauled the **client on-boarding** and management process by architecting and developing a **client management** system

*Strategy Consultant - Pro Bono, Taproot Foundation, New York City, NY* **Jan'21 - Present**

- Creating a **growth** and **marketing** strategy for [Inclusive World](#) to expand its outreach and help achieve its mission of developing skills and abilities of differently abled individuals around the world
- Establishing a **business plan** for [Hunter Memorial Mural](#) to fundraise **\$75,000** by discovering and implementing revenue generating ideas, applying to grants, and pitching for corporate partnerships

*Software Engineering Intern, Viasat Inc., Seattle, WA* **June'18 - Aug'18**

- Streamlined the development and deployment of [12-factor](#) apps at Viasat by building a next-generation [orchestration platform](#) that requires minimal operational overload
- Developed the **REST API** and **CLI** for the platform. Modeled the **PostgreSQL** database and used Object-Relational Mapping for **Golang** to reduce development time and achieve a richer query capability

*Data Science Engineer, BU Spark, Boston, MA* **Jan'18 - May'18**

- **Increased** the revenue by **28%** by developing a **recommender system** for a social interior design company called [Printz](#), and revamped their E-commerce platform for better customer retention
  - **Led an investigation** into the distribution of government contracts among the minority-owned businesses in Massachusetts, collaborating with [WGBH](#). Modeled the **ETL pipeline** and used **clustering** techniques in the process
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## EDUCATION

**Master of Science, Computer Engineering**  
Boston University, Boston, USA

**Sept'17 - Jan'19**  
**GPA: 3.71/4.0**

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## ACHIEVEMENTS

- **MIT Spring 2018 Hackathon:** 2<sup>nd</sup> place for an application that visualizes and manages a complex supply chain network
  - **BostonHacks Fall 2018 Hackathon:** Prize for developing a decentralized voting application on Ethereum blockchain
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## INTERESTS

Pro Bono Consulting, Mentoring, Investing, Macroeconomics, FC Barcelona (Soccer), Reading, Traveling