

KESHAV SINGH PANESAR

INTERACTIVE MEDIA DESIGNER

CONTACT

343-777-6768

panesarkeshav9@gmail.com

www.keshavpanesar.com

Ottawa, Ontario

@keshavpanesar

SKILLS

Design Skills:

- Illustration, Graphic Design, Branding
- Photography & Videography
- Print Design

Technical Skills:

- Adobe Creative Cloud Suite (Photoshop, Illustrator, Premiere, After Effects)
- HTML, CSS, JavaScript, PHP
- WordPress, Content Management Systems
- HubSpot CRM, SEO Optimization
- UI/UX Design Tools, Digital Ads
- Social Media Management & Content Creation

Soft Skills:

- Project Management, Leadership, Strategic Planning
- Problem-Solving, Attention to Detail, Creative Thinking
- Communication, Collaboration, Time Management, Adaptability

EDUCATION

Diploma in Interactive Media Design

ALGONQUIN COLLEGE

GPA: 3.90 | Dean's Honour List

- Developed skills in web design, programming, videography, and motion graphics for media roles.
- Gained hands-on experience in project planning and collaboration with clients.
- Acquired practical knowledge in dynamic media, UX design, graphic design, and content management.

High School in Humanities

C.B.S.E. PATIALA, INDIA

Score: 85% | GPA: 3.4

- Majored in Mathematics, Psychology, and Sociology.

RELEVANT EXPERIENCE

ENTREPRENEUR & CREATIVE DIRECTOR

Alisher Studios, Ottawa, ON

Jan 2022 – Present

- Provided professional photography and videography services for events, increasing client bookings by 50%.
- Created visual assets for over 20 brands, resulting in a 30% increase in social media sales.
- Launched 10+ portfolio websites and Shopify stores, improving online presence for small businesses.
- Developed brand guidelines to ensure consistent visual identity across marketing channels.
- Collaborated on media projects using Adobe Premiere, After Effects, and WordPress.

DIGITAL MEDIA LAB INTERN

Valley Heartland CFDC, Smith Falls, ON

Sep 2023 – Jan 2024

- Developed user guides and video tutorials, increasing user satisfaction by 20%.
- Produced client success stories, enhancing internal engagement.
- Recommended programming and equipment improvements, boosting operational efficiency by 10%.

OTHER RELEVANT EXPERIENCE

SECURITY SUPERVISOR

Capital Security & Investigations, Ottawa, ON

October 2022 – Present

- Led security for high-profile events (500+ attendees), ensuring safety and property protection.
- Implemented risk reduction measures, enhancing event operations and response times.
- Trained new staff, boosting team efficiency by 15% and improving emergency procedures.
- Promoted from Security Guard to Supervisor within 6 months for outstanding leadership.

SECURITY SUPERVISOR

TOERSA Security Inc., Ottawa, ON

July 2022 – Present

- Managed security operations for a 15+ member team, achieving 100% compliance.
- Enhanced team productivity by 20% through improved scheduling and communication.
- Increased operational transparency by 30% through detailed incident reporting.
- Conducted regular patrols to ensure a secure environment.

WAREHOUSE ASSOCIATE

Amazon Fulfilment Center, Ottawa, ON

November 2022 – May 2023

- Achieved 99% accuracy in inventory management while sorting thousands of products daily.
- Exceeded daily targets by 10% through effective collaboration and prioritization.
- Reduced customer complaints by 20% through rigorous quality control checks.
- Maintained a zero safety incident record by following strict safety guidelines.

VOLUNTEER EXPERIENCE

MEMBER, AUXILIARY

Ottawa Police Service, Ottawa, ON

August 2024 – Present

- Developed social media content and recruitment campaigns for new auxiliary members.
- Collaborated with officers to capture training moments and event highlights for community outreach.
- Recently covered the Canada Police Memorial Ceremony at Parliament Hill, showcasing Ottawa Police Auxiliary in action.

PROJECT MANAGER - MARKETING & DESIGN

Khalsa Aid Canada, Ottawa, ON

May 2024 – Present

- Led social media strategy for the Ottawa Summer Food Drive, helping secure 210,000 lbs of food donations in a single day.
- Created reels, posters, and ads to boost event visibility and engagement.
- Collaborated with Italfoods and the Ottawa-Carleton District School Board for seamless campaign execution.