OMAR SHAKEEL

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EDUCATION

University of British Columbia, Sauder School of Business — **Vancouver, BC**
Bachelor of Commerce, Entrepreneurship — *Expected Apr 2027*

- Donald A. Wehrung International Student Full Ride Scholarship **(CAD $79K/yr)**
- Coursework: COMM 489, CDL Venture Program where I analyzed an early-stage venture's market and competitors, then pitched to lead investors securing a **CAD $75K investment**

PROFESSIONAL EXPERIENCE

HiveHub Acquisition — **Vancouver, BC**
Founder — *May 2024 – Aug 2026*

- Built a marketing agency to **US$120K+ in revenue** across client engagements in aerospace, ecommerce, B2B and digital agencies
- Ran **240+ discovery calls** with business owners to diagnose business processes and competitive positioning; qualified ~120 and **closed 20+ as clients** with tailored proposals and documentation
- Presented AI-enabled outbound and ad systems to non-technical owners in plain business terms, securing sign-off before launch
- Led strategy and operations for a lean, AI-enabled team delivering **up to 5 client engagements per quarter** at peak

North American Tutors — **Remote**
AP Statistics & Economics Tutor — *Mar 2024 – Feb 2025*

- Diagnosed where each of **12 high school students** was losing marks and tailored **35+ online sessions** to close those gaps
- Raised students' AP scores by **1–2 points** on average
- Built practice sets from past AP free-response questions to prepare students for real exam conditions

Loblaws City Mart — **Vancouver, BC**
Overnight Associate — *Oct 2023 – Jan 2024*

DIGITAL PROJECTS

HiveHub Operating System — *Jan 2026 – Feb 2026*

- Designed and built an **internal operations web app** with Claude Code that unified project management, team communication and meeting booking in one platform for the internal team.
- Connected ad campaigns and cold email data into live dashboards so the team could track KPIs in one place

Email Lifecycle System — *Nov 2025 – Jan 2026*

- Built personalized, conditional email flows in Klaviyo for an ecommerce brand, using locally hosted AI to draft HTML templates and campaign copy
- Added GitHub version control and Slack approvals to every send; lifted click rates from **2.8% to ~14.5%** and drove an average of **~$2.3K** in attributed revenue per campaign, no paid ad spend

Aircraft Valuation Platform — *Jun 2025 – Dec 2025*

- Cut aircraft valuation time from **4–6 hours to under 5 minutes** by building a valuation platform for an aviation brokerage, replacing manual research with on-demand pricing for brokers
- Integrated JetNet and Aircraft Post through APIs and webhooks to pull live market data into modular valuation logic covering the G450, G550, G650 and G5000
- Interviewed brokers to map their pricing workflow, then designed the tool around how they actually quote jets

LEADERSHIP

Commerce Undergraduate Society – *Financial Analyst* — *Mar 2024 – Apr 2025*

- Served as the finance point of contact for **6 student clubs** and **14 club leaders**, reviewing reimbursements and budget requests for major events and operations within a **$1.2M portfolio**
- Partnered with the VP of Finance to redesign the reimbursement process, cutting processing time by **60%+** across recurring finance requests

Volunteer Director – *Spark UBC* — *Mar 2024 – Aug 2024*

- Recruited and led a **140+** person volunteer team for a campus-wide event that hosted **500+** attendees
- Built shift schedules covering every event role and reworked coverage as volunteer availability changed

Program Mentor – *JDC West* — *Jan 2024 – Mar 2024*

- Mentored 4 case competition participants through a 5-week intensive on dissecting and presenting business cases, giving feedback after each session

SKILLS, TOOLS & INTERESTS

Skills: Client discovery & interviews, Research, Competitive analysis, Proposal writing, AI workflow design, Design thinking, Presentations & public speaking, Problem-solving, Communication, Stakeholder communication, Cross-functional collaboration
Tools: Claude Code, Codex, API integrations, Webhooks, GitHub, Google Slides, Excel, Slack, Miro, Zapier
Interests: Formula 1 race strategy, Building AI side projects, Archery, Boxing