Simran Patel

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EDUCATION

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration   Graduation: May 2025
Dual Major: Management Information Systems & Marketing
Overall GPA: 3.9/4.0 | Dean's List: Fall 2022 - Present | Transfer Global Scholarship Recipient

STRATHMORE UNIVERSITY – Strathmore Institute, Nairobi, Kenya
Diploma in International Relations   Graduated: January 2022

ACTIVITIES AND AWARDS:

- Executive, Organization of African Students, August 2023 - Present
- Allocations Board Member, Temple Student Government, October 2023 - Present
- Member, Association of Information Systems (AIS), August 2022 - Present
- Peer Advisor, Fox School of Business, April 2023 - Present

EXPERIENCE

OPTIMIZE CONSULTING GROUP, Philadelphia, PA   August 2023 – Present
Associate Consultant

- Provides pro-bono technological consulting services to nonprofit organizations in Philadelphia.
- Analyzes and documents existing CRM process flows.
- Develops alternative solution options for clients.
- Prepares findings for client presentations.

TEMPLE UNIVERSITY, Philadelphia, PA   April 2023 – Present
Intern, *Office of Global Programs*

- Collaborates with team to gain understanding of primary audiences.
- Develops social media strategic plans and creates, posts, and shares content across platforms.
- Provides support in the creation of marketing materials – digital and print.

ALN KENYA | ANJARWALLA & KHANNA, Nairobi, Kenya   April 2022 – July 2022
Trainee, *Business Development Department*

- Managed internal and external multi-channel marketing campaigns.
- Conducted market research at East Africa's leading law firm by analyzing data from six global law firm directories.
- Developed multiple departmental and company-wide bulletins about company matters and activity.

XALCO LTD., Nairobi, Kenya   May 2021 – April 2022
Intern, *Marketing and Communications Department – Nonprofit organization*

- Company liaison between internal and external stakeholders and upper management and employees.
- Conducted market research, assisted with technical issues, web design, and app development.
- Developed and launched a membership loyalty program, digital and print content.

SKILLS

Technology: JavaScript, HTML, MySQL, Tableau, Microsoft Office, Canva, Salesforce, Adobe Creative Suite
Languages: Native in English, Swahili, Gujarati, Hindi. Intermediate proficiency in French.