

Arya Patel

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RELATED EXPERIENCE

Research Assistant

Undergraduate Research Opportunity Program - SJSU, San Jose, CA

Aug 2023 - Present

- Collaborating with Dr. Asbjorn Osland, PhD, on research for global business cases, developing situation-specific cases for publication in educational materials and academic journals.
- Assisting Dr. Jennifer Schauer, PhD, in researching Eastern religions' perspectives on non-human species, which involved compiling sources, generating bibliographies, and conducting content analysis for potential publication.
- Prepare research findings aimed at publication in academic journals, enhancing the department's visibility and contributing to the academic community.

VC Industry Research & Pitch Deck Analysis Extern

Energy Innovation Capital, Remote

July - Aug 2024

- Conducted research on venture capital trends and evaluated pitch decks in the energy sector to assess market potential.
- Gained valuable insights into venture capital processes and strategic decision-making within energy innovation.
- Developed strong analytical skills in assessing investments and identifying key factors for successful funding by VCs.

Sales Associate

Orangetheory Fitness, Daly City, CA

May - Dec 2023, June - Aug 2024

- Greeted and assisted members and prospective clients with professionalism, managing class check-ins and providing support while maintaining the studio's cleanliness.
- Sold memberships using effective sales techniques and handled various administrative tasks to ensure smooth operations.
- Utilized effective sales techniques to engage customers, promote products, and consistently achieve monthly sales targets, resulting in a 15% increase in revenue while maintaining a customer satisfaction rate of over 90%.

Student Assistant

SJSU Department of Information Technology, San Jose, CA

Feb - May 2023

- Managed 20 WEPA digital printers around campus, ensuring they were consistently stocked and fully operational.
- Monitored alerts to identify supply needs, addressing them promptly to prevent downtime.
- Conducted regular checks and maintenance to ensure optimal printer performance and reliability for students.

EDUCATION

Lucas College of Business at San Jose State University | *San Jose, CA*

August 2022 - Present

B.S. in Management Information Systems

Anticipated Graduation: Spring 2026

PROJECTS & PUBLICATIONS

Patel, A. (2024). Should AAHOA Hoteliers Decide to “Go It Alone?”. In R. A. Cook, C. H. C. Hsu, & L. L. Taylor (Eds.), *The Business of Hospitality and Tourism* (7th ed.). Pearson Education.

- Conducted 3 interviews and analyzed industry trends on independent hotel ownership's benefits and drawbacks.
- Researched strategic decision-making for hoteliers evaluating franchise versus independent models.

Xplor: Redefining Travel Through Authentic Local Experiences

King's College London - Summer Program

July 2024

- Developed researched, user-friendly features for Xplor, a course project app that enhances traveler-host interactions and promotes authentic experiences.
- Matches travelers with hosts based on preferences, offering personalized stays and fostering cultural exchange.

Marketing Campaign - Alpha Omicron Pledge Class

Alpha Kappa Psi - Omega Phi Chapter

Sept - Nov 2024

- Created visually compelling graphics and marketing materials, including social media posts and fundraising flyers, driving 145K views, 2.4K interactions, and \$9,300 in donations.
- Ensured cohesive branding across platforms, boosting audience engagement and campaign impact.

SKILLS

Microsoft Excel, PowerPoint, Python, Professional Writing, Research & Analysis, Market Research, Sales, Graphic & Logo Design, AI, Case Writing, Interdisciplinary Research, Customer Service

ACTIVITIES & ORGANIZATIONS

- **Member**, Alpha Kappa Psi - Omega Phi Chapter, Nov 2024 - Present
- **Dancer**, SJSU Sahaara, Aug 2022 - May 2024