

# Bindi Anil Patel

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Los Angeles, California

## EDUCATION

### Georgia Institute of Technology

#### Bachelor of Science: Business Administration

Concentration: Operations & Supply Chain Management

Minors: Law, Science, & Technology; and Industrial Design

Certificate: Entrepreneurship

#### Create X Startup Accelerator Summer 2021:

Jahni's Kitchen & What to Where

London College of Fashion, Personal Styling 2021

Business of Fashion, Fashion Styling Certificate

## EXPERIENCE

### What to Where

Savannah, GA | May 2021 – Present | Founder

- Created the branding, UX, and copywriting for apps
- Collaborated with an UK based design team to build the UI for 100 mobile app screens.
- Led a development team based in India to develop mobile apps for both iOS and Android.
- Built an audience of over 1000 for initial testing.

### Jahni's Kitchen

Savannah, GA | January 2019 – April 2023 |

Co-Founder

- Created and maintained the ecommerce website.
- Managed influencer marketing reaching an audience of over 163,000.
- Planned and executed the social media channels.
- Created and maintained over 50 partnerships with grocery retailers.
- Worked with an international copacker to develop and implement supply chain strategy.

### Accenture

Atlanta, GA | August 2016 – December 2018 |

Management Consulting Analyst

- Created client pitches for IoT development, instrumental in creating a new branch of the firm's practice.
- Wrote content for an internal blog in the Fashion Tech space
- Managed client finances for a budget totaling over \$400K as well as managed development as a project manager.
- Created tools (capacity tracking) to streamline client teams.

### NASA Johnson Space Center

Houston, TX | August 2013 – May 2015 | Co-op

- Examined 3-years of budgetary data to provide a trend analysis to increase efficiency despite a \$12 million decrease.
- Determined the cost-plus-award-fee award for contractor's performance on a contract valued over \$1 billion.
- Led the process for two contract acquisitions totaling \$74,000 from cradle to grave.
- Developed content for social media posts via Facebook that reached over 20,000 people.
- Coordinated press tours for CNN's Rachel Crane and Morgan Spurlock, The Nature of Things, and TIME Magazine.

### Spanx

Atlanta, GA | February 2015 – April 2015 |

International Sales Intern

- Examined retail landscape of all foreign partners to create ideal product lines for markets valued at \$5 million in sales.
- Analyzed and forecasted sales to develop a strategy that resulted in a 28% increase in sales.
- Forecasted and managed sales expectations of over 50 global partners in 30 countries, alongside a team of five.

## LEADERSHIP

### GT Women's Leadership Conference

President, Overall Conference Chair

- Raised \$23,000 to host 14 prominent speakers and over 500 projected participants.
- Introduced prospective female students to Georgia Tech—contributing to a record breaking 41% female in the incoming freshmen class.

### Scheller Development Board & Scheller Business Ambassadors

- Developed an innovative Scheller Strategic Plan with Dean Maryam Alavi to set a long-term strategic focus.
- Hosted scholarship events as a liaison for prospective students, resulting in an increase in enrollment at Scheller by 34%.
- Selected for Scheller Development Board and Business Ambassadors through a highly competitive interview process.

## SKILLS

- Design Thinking Methodology, User Experience Design, Project Management, Microsoft Office, Data Analysis, Personal Styling, Copywriting