Sharvari G. Patil

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EDUCATION

University of Cincinnati, Carl H. Lindner College of Business   **May 2026**
Bachelor of Business Administration   *GPA: 3.86/4.0*
Majors*: Information Systems and Marketing* **|** **Certificate***: Directing Film & Television*
Awards: *NEXT Innovation Scholar* **|** *Dean's List (x4)* **|** *Neil Armstrong Moonshot Award* **|** *1st place @ UC's Global Health Case Competition '23* **|** *Conference Presenter @ OSU LeadOn '24*

SKILLS

- Software/Management Tools: Figma/FigJam/Miro/Mural, ORACLE(RDBMS), Open AI Tools (GPT- 4+, Gemini), Canva, ServiceNOW, Qualtrics, Microsoft Office suite, Adobe Premiere Pro
- Languages: C#, SQL, HTML, Spanish, Hindi, Marathi
- Soft Skills: Design & Systems Thinking, Consumer Insights & Research, Strategic Foresight, Project Management

INDUSTRY EXPERIENCE *(Contracted)*

Consultant + Project Manager **|** *1819 INNOVATION HUB*   Sep 2024 – Dec 2024
Great American Insurance Group

- Led a cross-functional team to analyze underused space at 1819 Innovation Hub, conducting 16+ stakeholder interviews to propose strategic space optimization, resulting in actionable insights that sparked a company-wide conversation about operational efficiency.

Creative Consultant **|** *KMS HAIR, GOLDWELL HAIR GERMANY*   July 2024 – Sep 2024
Fake-Out-of-Home Advertising

- Worked as Creative Director on a team produce 6 product VFX videos for two German brands, delivering impactful and culturally relevant advertising that fit the client's needs.

Market Research Consultant **|** *ORIBE HAIR CARE*   Feb 2024 – May 2024
Consumer Insights for 'Gold Lust'

- Conducted design strategy research to identify drivers of demand for secondary packaging in hair care products, interviewing 20+ users, including employees, salon artists, and end consumers, and delivered a recommended strategy aligned with current consumer perceptions.

Strategy Consultant **|** *MOLTON BROWN LONDON*   Sep 2023 – Nov 2023
Generative AI for 'Mesmerising Oudh Accord & Gold'

- Investigated the viability of utilizing 52+ AI systems for digital content creation, analyzing cost, flexibility, and efficiency, and delivered an insights report with projections and model content for the firm's consumer-facing strategy.

PROFESSIONAL EXPERIENCE

IT Intern **|** *Carl H. Lindner College of Business* **|** Cincinnati, OH   Apr 2024 – Present

- Troubleshooting around 20+ tickets per day dealing with hardware and software help through ServiceNow.
- Re-installing all computer systems in the building; working on their imaging, cable management and driver updates.

Member Services Supervisor **|** *Campus Recreation Centre* **|** University of Cincinnati   Dec 2022 – Present

- Streamlining member welfare by supervising customer service, sales, equipment, and software management.
- Committing to the interviewing, hiring, and training processes every rotation; supervising employee satisfaction.

Review Session Leader + Tutor **|** *Learning Commons* **|** University of Cincinnati   Apr 2023 – Apr 2024

- Led review sessions and study tables for Applied Calculus for 100+ peers over the course of two semesters.
- Worked with the education committee to facilitate improved individual help by approaching niche learning strategies.

Business Strategy Intern **|** *DevTown* **|** Mumbai, India   May 2023 – Aug 2023

- Analyzed industry trends, competitor strategies, and market opportunities to support strategic decisions.
- Contributed to developing marketing and financial models through cross-functional collaboration.

Social Media Manager **|** *Access Scholarships* **|** Virtual   Oct 2022 – May 2023

- Ideated and created short-form video content on both TikTok and Instagram by conducting research on what's trending among high-school and college students in the U.S.; increased traffic and engagement by 60%.