

Ravi Patel

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PROFILE

Ambitious and results-driven Business and Marketing student with a strong foundation in market research, business development, and strategic planning. Experienced in identifying growth opportunities, analysing market trends, and executing data-driven marketing strategies. Passionate about leveraging innovative approaches to enhance brand positioning and drive business expansion.

WORKING EXPERIENCE

NikVisual Media | Siegen |

Business Development Intern

03/2025 – Present

- Conducting market surveys to identify new business prospects, resulting in revenue growth of estimated 15% yearly.
- Developing specific business plans and strategies to boost sales pipeline reliability by 20% through greater KPI analyses to enhance client interaction.
- Utilizing Power BI dashboards for data analysis with correct reporting of information.

ACME Holdings Pvt. Ltd. | Vadodara, India |

Pre-Internship

03/2022 – 06/2022

- Conducted customer surveys and supported in quality control operations optimizing data accuracy by 30%.
- Assisted in inter-departmental networking and provided structural reporting procedures for planning and forecasting for the business.
- Gained exposure to process improvement and operational efficiency techniques, in favour of systematic data management procedures.

EDUCATION

Technische Hochschule Würzburg-Schweinfurt (THWS)

Bachelor of Business and Engineering (Mechatronics, Marketing & Sales) |

2020 – present

- Specialized in Sales, Marketing and Robotics Automation

ACADEMIC PROJECTS

PID Test & Engineering GmbH | Sand am Main |

Market Research

08/2024 – 02/2024

- Carried out an extensive market research study to establish innovative market opportunities, including financial projections and design budgeting for a U.S. entry strategy.
- Utilized Power BI to create interactive dashboards visualization, performing KPI analysis and SWOT analysis to understand market and company's core competences.
- Formulated data report and presented plans with financial needs for market entry to Managing Director of PID.

Product Development

04/2024 – 07/2024

- Led product development by designing a compliant prototype using 360 Fusion and executing key components with 3D printing, finishing two weeks ahead of schedule.
- Applied theoretical principles from academic coursework in mechanical dynamics, material science and managed project progress through Project Libre, supported by data tracking in Excel and formal reviews via PowerPoint.

SKILLS

- **Languages:** English(Fluent), German(Intermediate B1 & Learning), Gujarati(Fluent), Hindi(Fluent)
- **Skills developed:** Communication, Presentation, Project, Time and Budget Planning, Teamwork, Analytical thinking
- **Tools & Platforms:** MS Office (Word, Excel & PowerPoint), Power BI, Project Libre, SAP S/4 Hana & Applus ERP, Google Analytics, 360 Fusion(basic),