

Sheina Patel

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Education

Lehigh University Integrated Business and Engineering Honors Program (IBE)
Major: B.S. IBE Finance and B.S. Industrial Systems Engineering
Cumulative GPA: 3.31/4

Bethlehem, PA
Aug. 2017 – May 2022

Experience

ecomedes

San Francisco, CA
Jun. 2020 - Aug. 2020

Marketing and Data Analytics Intern

- Developed educational video content for clients and the ecomedes platform to aid users in better understanding the software and its analytical capabilities
- Created strategic marketing content communicating the mission and vision of ecomedes for investors, utilized to secure a \$1.5M seed funding round
- Built social media campaigns around entrepreneurship incorporating personal and coworkers' experiences to highlight the benefits of young professionals working in new innovative markets
- Launched social media campaigns highlighting the benefits of young professionals working in new innovative markets and increased the company's follower base by 400 users across Twitter and Instagram platforms
- Analyzed data sets of 2,164 registered users to identify weaknesses in marketing techniques, target customers, and correlation between software training and number of registered users

Angelo Gordon & Co.

New York, NY
May 2019 - Aug. 2019

Information Technology Summer Intern

- Developed an automated method using Excel to compile company metadata for the annual audit
- Collaborated with Enterprise Ops/Infrastructure, Project Management, Help Desk, and Application Development teams to examine and consolidate company data using Workday software
- Developed a central location through Collibra to host company-wide documents and business terms that can be easily accessible to all employees to improve productivity and efficiency

Lexon Loyde Inc.

Bridgewater, NJ
May 2018 - Aug. 2018

Accounting Intern

- Reviewed company's property progress on a weekly basis and created summary progress reports on maintenance, tenant statuses, rent payments, and payrolls
- Filed the company's billing expenses for May – August and tracked the billing records
- Organized documents from ongoing property litigation into the company's legal filing system

Campus Leadership & Activities

Integrated Business and Engineering Workshop

Bethlehem, PA
Jan. 2021 - Present

Teacher Assistant

- Develop a new course plan to engage 61 students (remote and in-person) to recognize and capitalize on entrepreneurial opportunities, create preliminary business plans for potential new ventures, and acquire an entrepreneurial mindset
- Assisted a 7-student group for their final project to identify a market gap and innovate a product solution
- Refined students' skills in financial forecasting, prototyping, competitive strategy, marketing mix, photoshop, and Autocad

Integrated Business and Engineering Capstone Project

Bethlehem, PA
Jan. 2020 – Dec. 2020

Team Leader

- Developed an efficient manufacturing plan by collaborating with a startup, Aeria Pro, and 7 team members across finance and engineering to automate the current manual production process of Tiger Fins
- Created a machinery purchasing plan, marketing plan, and suggestions on types of e-commerce services (Shopify) to minimize costs and maximize profits
- Improved product quality, durability, and production speed through testing 5 types of adhesives in Tiger Fin assembly
- Presented work and action plan for Aeria Pro to Keystone Innovation Zone (KIZ) Board members securing a \$15,000 investment

Startup Academy – Lehigh@NasdaqCenter

San Francisco, CA
Jun. 2020 - Aug. 2020

Participant

- One of 12 students selected through a competitive application process to participate in a 10-week entrepreneurial internship in Silicon Valley
- Engaged with Silicon Valley business leaders, entrepreneurs and investors through weekly class sessions

Integrated Business and Engineering Mentorship Program

Bethlehem, PA
Aug. 2018 - Present

Mentor

- Provide guidance and mentorship to students in the Honors Integrated Business and Engineering program
- Advise mentee through course selections, club enrollment, internship and job search process, and navigating through a well-rounded college experience

Skills

Computer: Microsoft Office, Auto CAD, Arduino, Matlab, Solid Works, Yellow Belt Six Sigma certified, Java, Adobe Illustrator, HubSpot, iMovie, QuickTime, Workday, Collibra

Clubs: Women in Business, Association of Student Alumni, Lehigh Fintech

Interests: Cooking, Kathak Indian classical dance, preparing towards second degree black belt, playing in golf tournaments