Parth A. Patel

pp22@iu.edu | (732) 640 - 4741 | Monroe Township, NJ

www.meetparth.com
linkedin.meetparth.com

EDUCATION

Indiana University – Luddy School of ICE | Bloomington, IN *May 2026*
Bachelor of Science in Informatics *GPA: 3.4 / 4.0*
Cognate: Business | **Minors:** Computer Science, Information Systems, Marketing

LEADERSHIP EXPERIENCE

Brandarrrow Agency | Monroe, NJ Apr 2020 - Present
Founder & CEO
- Provided full-service solutions to startups, SMBs, SMEs, corporations, influencers, and artists; Worked alongside UMG and Sony.
- Recruited and onboarded 22 remote employees across 5 departments by procuring a new business development strategy, with a parallel boost in revenue, by 37%.
- Completed various high-demand services such as digital marketing, brand development, web app development, backend engineering, workflow automation, software and data integration, and strategy implementation.

Namaste Hospitality Inc. | Remote Jul 2021 - Present
Consultant
- Strategized with founders to provide business and IT consulting including automation engineering, software/MIS development, cloud infrastructure, payment processing, network systems, VoIP, and cybersecurity.
- Filed and procured approval for multiple entity incorporation and trademark applications on behalf of clients in the US and Canada.
- Assisted diverse clients with the modern transformation of systems to a hybrid environment using cloud solutions and custom integrations, saving over $87,000 in costs; Upgraded resources using Virtual Machines, Dedicated Servers, etc.

SyftLA | Los Angeles, CA (Hybrid) Dec 2020 - Jan 2022
Business Development/Analytics
- Engineered and implemented multiple KPI Dashboards to monitor Syft and subsidaries' reach and conversion performance, aggregating accounts and assets with a combined digital reach of over 30,000,000 people.
- Virtualized physical computers being used in Web3 NFT drops, to run concurrently in the cloud, and sync process information via webhooks to Google Sheets and Meta, creating a streamlined minting flow and status updates.
- Created a custom Zapier automation combined with APIs, enabling lead vendor's aggregated data to sync directly to Syft's mail-merge system, boosting efficiency by 2-3x more within the same time.

PERSONAL PROJECTS

AIVA – AI Virtual Assitant: Co-founder & Lead Developer *Oct 2023 - Present*
Technologies Used: ReactJS; Bubble.io; Figma; AWS; Azure; OAuth; MS Graph; OpenAI; Anthropic
- Co-incorporated a startup aimed at solving email fatigue; developed a responsive web app and MS Office Add-in
- Integrated an authentication flow and various APIs to sync user mailbox data, database saves, and AI requests
- Fine-tuned OpenAI and Anthropic LLM/machine learning models for optimal usage and performance

DJfindr – A digital DJ marketplace: Founder & Developer *Jul 2023 - Present*
Technologies Used: JavaScript; Bubble.io; WordPress; Elementor; OAuth; Stripe Payments and Identity; Lottie
- Created an MVP solution to streamline the DJ hiring process, securing 40+ Gen-Z DJs for Alpha testing within a month of outreach
- Developed a functional web app with powerful DB query, marketplace, multi-tenant profiles, direct messages, and a booking engine
- Integrated APIs for payment processing, bookings, calendar events, identity verification, profanity checks, and streaming services

VOLUNTEERING/ACTIVITIES

Sigma Beta Rho – Indiana University | Bloomington, IN *Nov 2022 - Present*
Chapter Founder & President
- Founded the IU fraternal chapter of Sigma Beta Rho to foster better diversity and inclusion among South Asians in Greek life
- Launched marketing and recruitment campaigns that yielded over 70 applicants and 500+ followers in a mere 14 days
- Communicated with the Vice Dean of Greek Life and the Multicultural Greek Council to incorporate, fund, and diversify

Human Skills: Entrepreneurial, Leadership, Time Management, Self-learning, Persuasion, Adaptive, Public Speaking
Technical Skills: HTML/CSS; Python; JavaScript; OOL; Java; C#; Bubble.io; WordPress; Figma; Zapier; REST APIs; Cloud-Computing
Hobbies/Interests: Startups, Home Automation, Guitar, Drone Pilot, Photography, Fitness, Golf, Soccer, Volleyball; Electronics
Languages: English, Gujarati, Hindi, Urdu, Spanish *(Limited Working Proficiency)*, Latin *(Basic Proficiency)*.