

Manya Patel

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EDUCATION

Indiana University, Kelley School of Business — Bloomington, IN
Bachelor of Science in Business, **Major:** Marketing **Minor:** Merchandising

May 2029

GPA: 3.68/4.00

PROFESSIONAL EXPERIENCE

H&M — San Jose, CA

Seasonal Sales Advisor

May 2026 - Present

- Engage with customers on the retail floor to deliver high-quality service, through training point-of-sale (POS) operations and assisting with product discovery, styling recommendations, and omnichannel experience, supporting daily store performance
- Maintain strict visual merchandising and brand presentation standards by efficiently processing shipment, replenishing inventory, organizing high-volume floor layouts, and maintaining store cleanliness and organization

Cloud Closet — Remote

Growth and Brand Strategy Intern

May 2026 - Present

- Co-lead a 40+ member team to support growth initiatives across 5+ institutions focused on user acquisition and brand awareness
- Direct a 14-member team executing campus growth strategy efforts at Indiana University through experiential events, sorority collaborations, and guest speaker programming

Strategic Initiatives Lead

March 2026 - April 2026

- Led a 5-member team to host a university-wide case competition at Indiana University managing end-to-end logistics, driving cross-functional coordination, event-production, and execution, driving registrations of 11 teams of 1-5 participants each
- Brought Cloud Closet's CEO to campus to judge the competition in-person and speak at a business organization, creating direct industry engagement for students reaching target audience, garnering 50+ app downloads

Retail Women in Tech — Remote

Marketing Intern

Feb 2026 - Present

- Lead and optimize LinkedIn marketing campaigns, driving an 82% YoY increase in membership growth by directing end-to-end content creation, including copywriting and designing high-impact visual assets via Canva
- Leverage AI tools (Gemini/Gems, Claude) to streamline content creation and brand voice reducing production time by ~30%
- Built and implemented a marketing system on Notion, enabling 3–4 weeks of advanced campaign scheduling
- Appointed to lead the summer intern class (as of Jun), mentoring 14 peers and streamlining project workflows meeting all deadlines

Pearlescent — San Jose, CA

Founder & Retail E-Commerce Entrepreneur

Feb 2023 - Aug 2025

- Founded and scaled a D2C handmade jewelry and apparel brand, managing end-to-end operations including product design, inventory, and sales across Depop and retail markets growing revenue from \$400 in Y1 to \$2,000+ in Y2 (~400% YoY growth)
- Developed and executed social media campaigns producing and directing lifestyle and product photoshoots across TikTok (60k+ views), Instagram, and Pinterest (reaching 500k+ monthly viewers), and increasing follower engagement by an estimated 25%
- Collaborated with a Bay Area magazine for product features and editorial placement, expanding regional brand visibility and driving targeted traffic to digital sales channels

ACTIVITIES

Retail Studies Organization — Indiana University

Co-Director of Field Seminars

Aug 2026 - May 2027

- Lead planning and execution of multiple off-campus corporate visits for 30+ attendees, coordinating student participation

Nominated Representative

Aug 2025 - May 2026

- Selected as 1 of 30 for the National Retail Federation Student Program; Selected as 1 of 32 in off-campus corporate headquarter visits (Ulta Beauty, Wilson, Kohl's); Selected out of a 400+ applicant pool to model in annual Fashion Show

FashionTech — Indiana University

VP of Outreach

Feb 2026 – Present

- Led campus-wide outreach initiatives, increasing organization visibility and contributing to membership growth 110%+

ADDITIONAL INFORMATION

Skills: Excel, Access, AI-assisted workflows (Gemini/Gems, AI Agents, NotebookLM, ChatGPT), Social Media Branding & Growth (Instagram, TikTok, Pinterest) | E-commerce Operations (Depop, Shopmy) | Notion | Canva

Certifications: INSIDE LVMH Luxury & Brand Management [Jul 2026]

Interests: Sustainable Design through Metalsmithing & Sewing, Farmer's Markets, Thrift/Vintage Curation, Learning Art Mediums