

VARSHITHA VARDHINI PATCHA

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EDUCATION

University of California, Irvine

Bachelor's Degree in Economics and Psychology

Expected Graduation: Jun 2028

GPA: 0.00/4.0

- **Related coursework:** Economics, Consumer Behavior, Quantitative Analysis, Entrepreneurship

De Anza College

Associate Degrees

Apr 2024 - Jun 2026

GPA: 3.51/4.0

- **Degrees:** Economics; Psychology; Liberal Arts (Business & CIS Emphasis); Liberal Arts (Social & Behavioral Sciences)
- **Awards:** Magnum Cum Laude; Quarterly Dean's List; VIDA Student Leadership Award; ICC x DASG Contribution Award
- **Programs:** Phi Beta Lambda Consulting Program; Entrepreneurship Case Competition (3rd of 21); Phi Theta Kappa
- **PTK Awards:** Most Distinguished Chapter (Top 36 Int.), Top 100 Chapter, College Project, Honors in Action

Sayfol International School

Cambridge IGCSE / O Levels

Jan 2012 - Jun 2023

Kuala Lumpur, Malaysia

- **Awards:** National English Olympiad (6th nationally); National Science Olympiad (15th nationally); True Sayfolian Award
- **Related coursework:** Economics (A), Global Perspectives (A), Business Administration (B)

PROFESSIONAL EXPERIENCE

Palm & Stone

Business Strategy Consultant, Phi Beta Lambda Consulting Program

Sep 2025 - Dec 2025

Cupertino, CA

- Conducted market research, customer analysis, and competitive benchmarking to identify client growth opportunities
- Evaluated the business model and recommended strategies across pricing, branding, acquisition, expansion, and operations
- Synthesized qualitative and competitive findings into client-facing reports and presentations with clear next steps

Dude!

Co-Founder & Creative Director

Sep 2025 - Present

California

- Co-founded an AI-powered mental wellness startup and led product strategy from initial concept through prototype
- Conducted customer interviews, market research, and competitive analysis to validate user needs and product-market fit
- Prioritized product features and translated user and business requirements into objectives for cross-functional developers
- Led brand positioning and UI/UX strategy, balancing customer experience, differentiation, and business objectives

Schola

Referrals & Partnerships Director

Mar 2024 - Jun 2026

Remote

- Developed partnership and referral strategies for an education-technology startup to drive customer acquisition and growth
- Researched growth channels and external collaboration opportunities to prioritize outreach efforts
- Partnered directly with founders on strategic planning, business development, and growth priorities

Stanford University - Small Science Group

Research Intern

Feb 2025 - Dec 2025

Stanford, CA

- Developed an independent research question on stellar nucleosynthesis under a Stanford postdoctoral mentor
- Synthesized complex scientific information into structured findings and clear written conclusions
- Strengthened analytical reasoning, research synthesis, and the ability to communicate complex concepts clearly

De Anza College Office of Outreach

Campus Ambassador

Feb 2026 - Jul 2026

Cupertino, CA

- Supported student recruitment and outreach strategy through presentations, campus tours, and targeted communications
- Communicated academic programs, student services, and value proposition as a student-facing representative of the college

A. Robert De Hart Library - De Anza College

Library Assistant

Sep 2024 - Jun 2026

Cupertino, CA

- Supported daily operations, inventory accuracy, and resource organization while delivering customer service
- Coordinated with staff to maintain efficient library operations

LEADERSHIP & EXTRACURRICULARS

De Anza Student Government

Sep 2024 - Jun 2026

Elected Chair of Administration | Administration, Events & Marketing Intern

Cupertino, CA

- Elected with 502 votes (52%), the highest vote total reported for a candidate in the election's history
- Contributed to a VTA transportation initiative between Foothill and De Anza, working with regional stakeholders
- Evaluated and supported governance initiatives involving bylaws, student programs, administrative processes, and events

TEDxDe Anza

Jan 2025 - Mar 2026

Co-Founder, Vice President & Chief of Staff

Cupertino, CA

- Co-founded De Anza's TEDx organization and built its operating structure, leadership processes, and execution strategy
- Led cross-functional operations across recruitment, speaker outreach, sponsorships, internships, and event execution
- Coordinated external engagement with Assemblymember Patrick Ahrens and former Cupertino Mayor Gilbert Wong

De Anza Inter Club Council

Jun 2025 - Jul 2026

Chair / Vice Chair of Marketing & Voting Official

Cupertino, CA

- Led marketing and communications for 70+ student organizations across digital strategy, branding, content, and outreach
- Evaluated club approvals and budget requests as a voting member in shared-governance processes
- Led committee operations and coordinated stakeholders across student organizations and the Office of College Life

Phi Theta Kappa Honor Society

Jan 2025 - Jul 2026

Vice President of Marketing & Fundraising | Campus+ Marketing Lead

Cupertino, CA

- Led marketing and fundraising strategy for Campus+, an award-winning initiative centralizing campus events
- Coordinated stakeholders and execution with college leadership, including De Anza College President Omar Torres
- Contributed to chapter honors including Most Distinguished Chapter (Top 36 Internationally) and Top 100 Chapter

WiSTEM De Anza

Sep 2025 - May 2026

President

Cupertino, CA

- Directed organizational strategy and executive-board operations for Women in STEM
- Oversaw programming, team coordination, professional-development initiatives, and networking opportunities

Campus Center Advisory Board - Foothill-De Anza Community College District

Sep 2025 - Jul 2026

Student Representative

Cupertino, CA

- Represented student interests with administrators on facility investments, financial planning, policy, and operations
- Contributed a student stakeholder perspective to resource allocation and long-term campus improvement decisions

Sayfol International School - Tulip House

Sep 2021 - Jan 2023

Sports House Captain

Kuala Lumpur, Malaysia

- Led 200+ students across athletic competitions and coordinated participant selection and team execution
- Helped guide the house to an overall inter-house victory

ADDITIONAL HONORS & ACTIVITIES

- **Entrepreneurship Case Competition:** 3rd place out of 21 teams
- **Collegiate Women's Swimming & Diving:** Placed in collegiate competitions; competed in Coast Conference meets
- **National Olympiads:** English, 6th nationally; Science, 15th nationally
- **True Sayfolian Award:** Recognized for leadership, responsibility, character, loyalty, and service

SKILLS & INTERESTS

Skills: Market Research, Competitive Analysis, Strategic Planning, Business Analysis, Financial Analysis, Stakeholder Management, Business Development, Research & Synthesis, PowerPoint, Canva, HTML

Interests: Entrepreneurship, Competitive Swimming, Travel, Marketing & Brand Strategy