# Sakshi Patel, M.S. in Marketing

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## PROFESSIONAL SUMMARY

Dynamic and results-oriented marketing professional with 4 years of experience. On a mission to marry marketing data insights with creative storytelling. Track record of success in driving international marketing initiatives, optimizing online presence, and enhancing operational efficiency. Committed to team development, life-long learning, contributing to team's success.

## PROFESSIONAL EXPERIENCE

**AmeriLife Elite Partners|** Marketing Intern| Tampa, Florida                                          Jan'24 – Ongoing
*Leader in developing, marketing, and distributing life and health insurance.*

- Strategized and created 20+ email campaigns for outbound marketing.
- Supported in agent onboarding and increased the supervisor's productivity by 5%.
- Social media management and support in public relations efforts.

**Ashley Furniture Industries|** International Marketing Intern| Tampa, Florida                      May'23 – Dec'23
*America's #1 furniture and mattress retail brand*

- Consulted Ashley Furniture HomeStore's licensees across the world (a count of 80+) with optimal regional marketing strategies.
- Managed international social media pages (LinkedIn and Meta), improved business website performance and engagement by 20%.
- Performance analysis on Google Analytics 4 of 80+ international HomeStores and provide insights to increase sales.

**University of Tampa |** Enrollment Operations Graduate Student Assistant| Tampa, Florida          Jan'23 – May'23
*Ranked #16 out of 136 regional universities in the Southern part of USA.*

- Managed and evaluated 1000+ undergraduate applications for admissions.

**PV DIAGNOSTICS |** Business and Marketing Associate| Mumbai, India                                Dec'19 – Feb'22
*Tech consultancy using machine learning to improve solar plant efficiency; Among top 10 clean-tech start-ups by Silicon India magazine.*

- Devised and deployed online marketing plans with effective SEO, thereby increasing the company's social outreach 200% in a year.
- Improved existing processes with collaboration with senior management thereby increasing productivity by 5%.
- Market expansion business strategy to SEA/ MENA market and supported in increase of company's profit by 8.7%.

## VOLUNTEERING

**UT GOLD at the University of Tampa|** Chief Marketing Officer | Tampa, Florida                     Jan'24 – May'24
*Organization striving to enrich graduate business students' college experience through professional networking events and activities.*

- Public relations and content creation for email campaigns
- Event and student attendance management.

**Women in Technology and Entrepreneurship|** Marketing | Tampa, Florida                            Nov'23 – May'24
*Community of high-performing, non-conforming women working in technology, start-ups, venture capital, entrepreneurship, economic development, & business support organizations.*

- Event visibility and engagement on Eventbrite through targeted marketing strategies and compelling content

**AMA at the University of Tampa|** Vice President of Partnerships| Tampa, Florida                   Jan'23 – Dec 23
*Professional association for marketing professionals dedicated to teach, work and study in the field and have a passion for marketing*

- Business relationship management with various AMA Tampa Bay collegiate chapters and potential employers

## TECHNICAL SKILLS

Google Analytics 4 | Google Looker Studio| SPSS and Enginius (Data Analytics) | Salesforce | Qualtrics (Survey collection) | Canva | WordPress | ChatGPT| Level Up CRM| Wealthworx CRM | MailChimp management | LinkedIn Sales Navigator | Search Engine Optimization (SEO) | Google Console | Email marketing| Meta Ads | Google Ads | Hootsuite

## EDUCATION

**Master's in Marketing,** University of Tampa (Aug'22 – Jul'24)

**Bachelor of Engineering – Electrical,** Shri Govindram Seksaria Institute of Technology and Science (Aug'15 – May'19)

## PROFESSIONAL SKILLS

Business and Marketing strategy | Content writing | High Emotional IQ | Prospecting and cold calling | Leadership capabilities | Project management skills | Advanced critical thinking | Social Media strategy |