

Misha Patel

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Education

Rutgers University - New Brunswick, NJ

GPA: 3.32, May 2019

*Bachelor of Science in Marketing,
Bachelor of Science in Supply Chain
Management*

Temple University – Philadelphia, PA

Start: August 2020

Expected: December 2021

*Master of Science in Digital Innovation in
Marketing*

Skills/Interests

Software:

- Windows 7/10
- MacOS
- MS Office Applications
- Publisher
- Final Cut Pro X
- GIMP
- Inkscape
- Hootsuite Platform Certification
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe Spark
- Constant Contact

Interests:

- Video Editing
- Fantasy Football
- Bowling
- Watching Sports
- Mini Golf
- Softball

Employment

Syscom Tech – Moorestown, New Jersey

Digital Marketing Specialist

September 2019 – Present

- Develop and process all marketing efforts including the website, social media, design, videos, email campaigns, and tradeshows to improve brand awareness and lead generation
- Track all marketing and website analytics to produce monthly reports
- Assist with material requirement planning and sales activities

TopRight Partners – New Brunswick, New Jersey

Social Media/Marketing Intern

June 2018 – December 2018

- Collected data to generate weekly and monthly social media analytics reports
- Created marketing strategy plans for client company
- Used Final Cut Pro X to edit create series videos for Middlesex County

Rutgers Athletics – Piscataway, New Jersey

Marketing Intern

August 2017 – May 2018

- Assisted with marketing efforts and logistics for Rutgers sporting events
- Developed social media plan for a semester as the Social Media Coordinator
- Implemented promotions to increase Women's Tennis fan attendance

Ceceilyn Miller Institute for Leadership and Diversity in America

Social Media Intern

June 2017 – January 2018

- Managed all social media content on Facebook, Twitter, and Instagram
- Planned, wrote and scheduled social media posts
- Attended and assisted with operations at conferences

Make Me A Geofilter – Mount Laurel, New Jersey

Co-Founder/Owner

July 2016 – March 2017

- Established a business to develop custom Snapchat geofilters
- Designed website using WordPress to allow customers to order filters
- Customized Snapchat geofilters using Inkscape and GIMP

Mayfront Technologies LLC – Mount Laurel, New Jersey

Marketing/Information Technology Intern

November 2014 – January 2017

- Designed business cards, folders and other marketing material with new logo and tag line
- Installed and updated Microsoft Windows applications and antivirus software for clients using Remote Access tools
- Generated hardware reports in Microsoft Excel for 70 clients

Extracurricular Activities

Alpha Phi Omega – National Coed Service Fraternity

April 2017 – Present

- Rutgers Dance Marathon Liaison 2017-19, Public Relations Chair Spring 2018

Seeking Success Series

September 2016 – December 2016

- Participated in workshops teaching us teambuilding, professional and leadership skills

Business Discovery House

August 2015 – May 2016

- Created relationships and friendships with other business students
- Developed business skills through peer mentorship and educational programs

First Year Fellowship

December 2015 – May 2016

- Participated in a series of workshops to develop leadership skills
- Collaborated in a team to execute a culminating social change project on socioeconomic status on college campuses

Rutgers Club Softball

January 2016 – May 2016

Volunteer Experience

Dancer – Rutgers University Dance Marathon

December 2017 – April 2019

Special Friends Day – Rutgers University

February 2017