**Bhumika Patel**

www.linkedin.com/in/BhumikaPatel2/

5277 Rosewood Place 404-432-1855

Fairburn, GA 30213 Bpatel9421@gmail.com

**OBJECTIVE:** To obtain a full-time advertising position for Summer 2018

**EDUCATION**

Kennesaw State University Kennesaw, GA

**BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING** May 2018

Marketing GPA: 4.0

**RELEVANT COURSEWORK**

Internet Marketing and Global Business Marketing Research Consumer Behavior Advertising

Entertainment Marketing International Marketing Marketing Strategy Social Media Marketing

**MARKETING EXPERIENCE**

Marketing Intern at Sium Solutions Atlanta, GA 01/18-present

* Collected quantitative and qualitative data from marketing campaigns
* Performed market analysis along with research on competition and prepared promotional presentations
* Supported the marketing team in daily administrative tasks and aided in creating a marketing strategy for clients
* Assisted in marketing and advertising promotional activities via social media, direct mail and website
* Managed and updated company database and customer relationship management systems (CRM)

Marketing Chair for Delta Sigma Pi Kennesaw, GA 11/17-present

* Created Professional and creative flyers to promote events of the fraternity
* Assisted in recruitment activities to increase the number of applications and spread awareness.
* Designed exclusive T-shirts to further promote the fraternity

**ADVERTISING PROJECT EXPERIENCE**

Integrated Marketing Communications Campaign Kennesaw, GA 01/17- 05/17

* Researched the fruit industry and evaluated the positioning for the product
* Created IMC objectives and customized a creative strategy along with “The Big Idea”
* Analyzed the types of mediums used for advertising the product along with creating media objectives
* Designed a year-long campaign schedule and computed a budget for the campaign

**SOCIAL MEDIA PROJECT EXPERIENCE**

Social Media Company Analysis Kennesaw, GA 08/17- 12/17

* Analyzed a company’s social media presence and evaluated their performance on each platform.
* Identified a potential target market based off of a buyer persona for the client
* Designed a four-week promotional social media campaign along with sample daily posts
* Customized a theme, created campaign goals and formulated ways to measure ROI for engagement per platform

**HONORS, LEADERSHIP & / OR VOLUNTEER EXPERIENCE**

* Delta Sigma Pi: Marketing Chair and Pledge Class Social Chair
* President’s List (4.0)
* Dean’s List
* BAPS Swaminarayan Temple London and Atlanta: Volunteer work at charity events and teaching of toddlers

**SKILLS**

* Microsoft Office Suite: Word, Excel, PowerPoint, Note and Outlook
* Google Programs: Google Drive, Docs and Slides
* Facebook, Instagram, Twitter, YouTube, LinkedIn, Google+, Pinterest and Canva

**FOREIGN LANGUAGE**

Fluent in Gujarati and Hindi