

# Sonika Patel

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## Education

August 2015 -  
May 2019  
Los Angeles, CA

**University of Southern California**  
Irvine and Young Academy  
B.S. Arts, Technology, and Business of Innovation  
Applied Analytics Minor  
GPA: 3.88  
**Relevant Coursework**  
Marketing • Design for UX • Web Frameworks  
Case Studies in Innovation • Accounting

## Experience

February 2016 -  
Current  
Los Angeles, CA

**USC Association of Innovative Marketing**  
*Consultant, Director of Consulting*  
- Conducted market research and used data analytics to provide recommendations for startup companies and non-profits  
- Coordinate with LA startups to find clients  
- Host consulting workshop for members

June 2016 -  
August 2016  
Burlingame, CA

**Breathometer**  
*Product Marketing Intern*  
- Designed high-fidelity wireframes to implement on company website  
- Researched potential international country trends and needs for product growth  
- Identified product's target segments and proposed promotional strategies  
- Created pitch decks for celebrity endorsers  
- Collaborated in the construction and execution of product go-to-market plan  
- Wrote all marketing material for App store

May 2016 -  
August 2016  
San Francisco, CA

**Marketing Executives Networking Group**  
*Marketing Intern*  
- Created promotional creative content, including videos and ads for speaker and networking events  
- Ran social media accounts to boost engagement rates by 20%  
- Compiled prospective marketing speakers into database

August 2012 -  
June 2016  
Fremont, CA

**Associated Student Body**  
*Junior Class Vice President, Publicity Commissioner*  
- Elected as Junior Class VP to plan quarterly dances, service learning events, and rallies to increase unity as school  
- Chairperson for Prom and Winterball  
- Served as graphic designer for school, designing digital flyers and apparel for various clubs

## Skills

Photoshop	<div></div>
Illustrator	<div></div>
After Effects	<div></div>
Javascript	<div></div>
HTML/CSS	<div></div>
PHP/SQL	<div></div>
Maya	<div></div>

## Projects

### Imanna Smart Mirror

- Designed Imanna's brand identity and process book
- Worked in a team of four to build a prototype for a smart mirror that assists with choosing an outfit based on weather conditions and an individual's wardrobe

### Impress Apparel

- Formed a small business creating customized, heat-printed shirts through an e-commerce website
- In charge of designing company's brand image, tracking Google analytics, and following SEO practices

### Shotgun

- Designed a mobile application prototype for college students to organize carpools

## Interests

iPhoneography  
Trying new foods  
Soccer  
Reading biographies  
Keyboard  
Hiking  
Font Hunting  
Basketball