SIMA A. PATEL

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**SKILLS**

Marketing | Client Acquisitions and Closings | Presentations | Remote Administration | Sales Driver

**PROFESSIONAL EXPERIENCE**

**Monster Branding**

*Consultant February 2013 – April 2015*

• Web Design • Lead Generation • Market Penetration • Sales Team Training

**DBHE LLC**

*Project Manager November 2011 – November 2012*

• Business Branding • Collateral Design • Photography • National Trade Show Networking • Music group band management • T-Shirt Screen Printing • Web Design • Lead Generation • Business Development • Event Planning

**ILLINOIS INSTITUTE OF ART**

*Assistant Director of Admissions August 2008 - November 2010*

• Interviewed students for admissions into Fashion, Culinary, Media Arts and Design industries • Personalized interviews for face-to-face, phone, and remote assistance • Open House Event Presentations • Lead group tours throughout the school, classroom tours, and supported in coordination of special industry related events such as NeoCon, Comic Con Conventions and graduate portfolio shows.• Fashion Design Liaison - Assistance to Fashion Design Program Chair, Apparel Board consultant for special events, such as Chicago’s Fashion Week. • Military Team Liaison providing enrollment guidance for veterans and active duty soldiers as Military Team Liaison supporting other admissions staff on regulations for enrollment and interviewing.

**KAPLAN UNIVERSITY**

*Senior Admissions Advisor May 2005 - April 2008*

Homeland Security E-Learning undergraduate degree admissions for Criminal Justice programs.

• Recruited potential students into Homeland Security undergraduate programs • Team Leader and trainer: Responsible for daily goals and team achievement.• Lead conversion rate for prospective students: 11% compared to the 3% company average.• Mentor to new employees on the sales floor

**Tiger Paw Inc.**

*Entrepreneurship | CEO July 2002 to November 2010*

• Consultant for business branding, creative art design, marketing and advertising needs.

**Shok Milan Inc.**

*Business Partner VP for Marketing July 2000 to June 2005*

• Business branding, marketing, art direction, press release designs and public relations.

*March 2012 through July 2014*

• Coordinated the relaunch press release for the company through Shark Tank auditions in May 2013 and NailPro Magazine in November 2013 with 60,000 magazines in print circulation worldwide. Resulting in an increase of sales by 5K per quarter.

**EDUCATION**

• LOYOLA UNIVERSITY

*Bachelors of Arts Sep 1998- August 2000*

• KAPLAN UNIVERSITY *Information Assurance Certificate Sep 2005-Mar 2007*

• THE WRIGHT LEADERSHIP INSTITUTE

*Human Development and Leadership Training Jan 2010-Jan 2011*

• LANDMARK WORLDWIDE *Personal Development – Ongoing Courses*

References Available Upon Request: www.linkedin.com/in/rapidtrainers