Nakul Patel

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EDUCATION

GEORGIA SOUTHERN UNIVERSITY — SAVANNAH, GA
BACHELOR OF BUSINESS ADMINISTRATION, IN MARKETING — MAY 2027

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING FELLOWSHIP — REMOTE
THE GLOBAL CAREER ACCELERATOR (PODIUM EDUCATION) — AUG 2026 - PRESENT

- Complete project-based field experience (3 credit hours, IDS 3730) with brand partners including charity:water, OpenAI, and Shopify through the Digital Marketing track
- Develop brand and content strategies for charity:water targeting Gen Z audiences across Instagram, TikTok, and Google Ads
- Build and optimize a Shopify e-commerce store, improving conversion rates through A/B testing and customer acquisition best practices
- Launch Meta ad campaigns using behavior and demographic targeting to build brand presence on Instagram and TikTok

SOCIAL MEDIA MARKETING SPECIALIST | PART-TIME — SAVANNAH, GA
GEORGIA SOUTHERN UNIVERSITY - CAMPUS RECREATION & INTRAMURALS — AUG 2026 - PRESENT

- Manage digital content execution and community engagement for an 86,000 sq. ft. campus recreation facility, generating **159,900+ total views (+1,811.5% growth)** since August 2026
- Grew Instagram account to **1,550 followers (+15.8%, +212 net)** while driving **57,280 views (+22.3%)** in the most recent 30-day period
- Publish weekly Instagram posts, stories, and 9:16 reels aligned with CRI brand standards and ADA-compliant practices, with top posts reaching **6.9k views and 100+ likes**
- Drove **1,100+ posts interactions and 1,200+ profile visits,** earning organic engagement from national brands including a comment from **Alani Nu**
- Collaborate with program directors to translate facility operations, events, and student success stories into timely social content

BEATS BY DRE CONSUMER BEHAVIOR & MARKET ANALYSIS | EXTERNSHIP — REMOTE
EXTERN — JAN 2026 - MARCH 2026

- Analyzed quantitative and qualitative consumer survey data to identify purchasing trends and brand perception insights for audio product marketing strategy.
- Developed comprehensive data dashboards and visual reports translating complex datasets into clear, actionable recommendations.
- Designed and delivered strategic presentations to stakeholders, synthesizing research findings into marketing proposals.
- Conducted competitive market analysis to evaluate brand positioning and identify growth opportunities in the audio industry.
- Utilized AI-powered research tools to segment target audiences and predict consumer behavior patterns.

PROJECTS

ENTERTAINMENT MARKETING CAMPAIGN ANALYSIS
SPIDER-MAN: BRAND NEW DAY — JULY 2026

- Analyzed Sony Pictures' integrated campaign QR-code scavenger hunt trailer drop, IRL Peter Parker apartment replica, Messi World Cup crossover, and free in-game suit through a consumer psychology lens of scarcity, exclusivity, surprise, and belonging
- Published a 9-slide campaign breakdown on LinkedIn, applying omnichannel strategy frameworks across out-of-home, experiential, celebrity, and gaming touchpoints

APPLE MACBOOK NEO GEN Z MARKETING CASE STUDY
APPLE — MARCH 2026

- Analyzed Apple's TikTok pivot from broadcast-style content to two-way community conversation, which drove 800,000 new followers and 11 million engagements within 14 days of the March 2026 relaunch
- Evaluated the Macbook Neo's Gen Z go-to-market strategy across three pillars: authentic engagement, strategic pricing, and TikTok-native community building
- Published findings as a case study on LinkedIn, delivering key takeaways for brand marketers on how platform-native content outperforms traditional polished advertising with younger audiences

SKILLS

HARD SKILLS: Social Media Marketing, Digital Marketing, Content Creation, Brand Strategy, Consumer Research & Analysis, Market Analysis, Competitive Analysis, Data Analysis, A/B Testing, SEO, Copywriting, Email Marketing, Presentation Design, Dashboard Creation

SOFT SKILLS: Communication, Public Speaking, Cross-Functional Collaboration, Project Management, Problem-Solving, Time Management, Adaptability, Client Relations, Strategic Thinking

TECHNICAL & SOFTWARE: Google Ads, Google Analytics, Meta Ads Manager, Shopify, Canva, CapCut, Easil, RecTrac, SmugMug, Instagram & TikTok Analytics, Survey Design & Analysis