



SIMRAN PATEL

BRAND MANAGER | LIFESTYLE AND ACCESSORY DESIGNER

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EXPERIENCE

MARKETING MANAGER

Malani Jewelers, Inc. (September 2022 - Present)

- Oversaw and grew multifaceted marketing campaigns, including SEO, social media, email, print, and e-commerce
- Successfully measured and reported KPIs to assess ROI and track campaign results
- Managed external agency partners to assess campaign performance, discuss insights, and strategize adjustments for optimal results

MERCHANDISE COORDINATOR

Floor & Decor (March 2022 - September 2022)

- Coordinated product line reviews, collaborated with cross-functional teams, and implemented strategic plans
- Managed the full lifecycle of buying, including assortment selection, SKU setup, allocation, planograms, and promotions
- Worked directly with vendors to manage purchase orders, new SKU setup, and ensured SKU data integrity

PROJECT MANAGER - SCADPRO

Mobile Airport Authority (June 2021 - August 2021)

- Identified, scoped, and strengthened strategic concepts for positioning Coastal Alabama as a leading destination for fly-in tourists
- Utilized project management tools to coordinate creative, research, and marketing teams, optimizing go-to-market strategies

ASSISTANT PROJECT MANAGER - FREELANCE

America's Best Value Inn (December 2020 - January 2021)

- Enforced the furniture selection process and coordinated with cross-functional teams to meet the company's goals
- Implemented an execution plan that increased the approval rate of the property by 38%

CORE COMPETENCIES

- Creative Direction and Strategic Planning
- Social Media and E-commerce Management
- Brand Management
- Project Management
- Product Design, Development, and Merchandising
- Consumer Research and Analysis

TECHNICAL SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Google Analytics
- Power BI, Bamboo Rose
- Inventory Management Tools
- Market Research Tools
- Meta Business Suite

EDUCATION & CREDENTIALS

M.A. LUXURY AND BRAND MANAGEMENT

Savannah College of Art and Design (2020 - 2021)
GPA - 4.0

INSIDE LVMH CERTIFICATE

Moët Hennessy Louis Vuitton (LVMH) - December 2021

BUILD A DIRECT-TO-CONSUMER BRAND

The Business of Fashion (BOF) - December 2021

BDES. LIFESTYLE AND ACCESSORY DESIGN

Unitedworld Institute of Design (2015 - 2019)
GPA - 3.9