

# SIMRAN PATEL

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## Experience

### **Malani Jewelers, Inc.** **Marketing Manager**

Atlanta, GA  
September 2022 - Present

- Crafted and implemented innovative marketing plans and introduced efficient processes that boosted brand visibility and expanded market presence by 30%.
- Spearheaded digital marketing campaigns, including SEO, SEM, CRM, paid ads, email marketing, and social media, resulting in a 25% increase in online engagement.
- Managed teams of marketing professionals, providing guidance, and data-driven evaluations to ensure effective collaboration while implementing strategies that enhanced ROI, optimizing campaign effectiveness, and driving increased profitability.
- Executed successful end-to-end marketing strategies for gallery tours across different cities including market research, location and audience analysis, multi-channel promotions, and event coordination.

### **Floor & Decor** **Merchandise Coordinator**

Atlanta, GA  
March 2022 - September 2022

- Coordinated product line reviews, collaborated with cross-functional teams, and implemented strategic plans to enhance overall product offerings.
- Conducted thorough market research to manage the full lifecycle of buying, including assortment selection, SKU setup, allocation, planograms, and promotions.
- Managed purchase orders with international, domestic, and commodity vendors, resolving logistics, distribution, and discrepancy issues, leading to a 25% reduction in order discrepancies.

### **Mobile Airport Authority** **Project Manager**

Savannah, GA  
June 2021 - August 2021

- Executed rebrand for Coastal Alabama Tourism, successfully repositioning the area as a premier tourism hub, attracting visitors from across the southeast.
- Engaged with key stakeholders, including local businesses and community leaders, to gather input and build support for the rebrand.
- Coordinated creative, research, and marketing teams, and executed subsequent go-to-market motions.

### **Assistant Project Manager** **America's Best Value Inn**

Rome, GA  
December 2020 - January 2021

- Managed hotel renovation efforts, standardizing furniture selection, scheduling room renovations, and collaborating with contractors.
- Achieved a 38% increase in property approval rates by significantly enhancing guest satisfaction through targeted improvements and strategic initiatives.

## Skills

### **Core Competencies**

Creative Direction and Strategic Planning, Social Media and E-commerce Management, Growth Marketing Strategies, Brand Management, Project Management, Product Design & Development, Merchandising, Consumer Research and Analysis, Influencer & Affiliate Marketing, and Paid Advertisement.

### **Technical Skills**

Google Ads, Meta Ads, LinkedIn Ads, Adobe Creative Suite, Microsoft Office Suite, Google Analytics, Meta Business Suite, Power BI, Bamboo Rose, iContact, Sprout Social, and Shopify.

## Education

### **SAVANNAH COLLEGE OF ART AND DESIGN (2020 - 2021)**

*M.A. Luxury and Brand Management. GPA: 4.0*

### **UNITEDWORLD INSTITUTE OF DESIGN (2015 - 2019)**

*BDes. Lifestyle and Accessory Design. GPA: 3.9*