

SARIKA PATEL

sarikasays.wix.com/sarikapatel

American Advertising Federation's
Most Promising Minority Class of 2014

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EDUCATION: **The Pennsylvania State University**
B.A. in Advertising | *May 2014*
Minors in Psychology & Economics
GPA 3.78 | *Dean's List*

SKILLS: **Adobe Suite** - InDesign, Photoshop, Illustrator CS6
Microsoft Office - Word, Excel, PowerPoint, Map Point
Apple - Keynote, Pages, Numbers
Other - iAnalyze, SRDS, Simmons Database, Kantar
Media, Situational Analysis Writing
Languages - Hindi, Marathi, and Spanish

ADVERTISING EXPERIENCE

AAF NSAC Penn State Team - Mary Kay

University Park, PA

Strategic Planning Team

present

- Review focus groups, Mintel data, other primary and secondary research to uncover insights
- Write positioning statement and campaign theme for focus
- Collaborate with Creative Team to create campaign visuals and ad executions, ensure theme resonates in all campaign aspects

Impressions whq.

State College, PA

Account Management Intern

Fall 2013

- Develop a strategy for local client for all integrated marketing and sales needs
- Create Facebook Facebook, LinkedIn and Twitter branding presentations for local businesses
- Form social media editorial calendar for Impressions to stay relevant in marketing/branding industry
- Write and edit media pitches, email blasts, and press kit material for local clients in retail and publishing industry

Tierney Communications

Philadelphia, PA

Media Planning Intern

Summer 2013

- Developed grand opening print advertising strategy for TD Bank locations across East Coast
- Contacted media vendors for Independence Blue Cross and Girl Scouts of Eastern PA for digital and print advertising campaigns
- Used Google Analytics to track and extract data for American Public University website for media analysis and consumer insights
- Created winning integrated marketing campaign for ESF Summer Camps, project included detailed media plan with \$500 K budget

LEADERSHIP EXPERIENCE

Penn State Residence Life

University Park, PA

Resident Assistant

Fall 2013 - present

- Live in and supervise community of 50 Schreyer Honors students, mix of first-year students and upperclassmen
- Foster community environment through social, diversity, and educational programming
- Counsel residents on personal issues and mediate conflicts between residents
- Fulfill administrative responsibilities including event marketing through floor bulletin boards

Penn State IFC/Panhellenic Dance Marathon

University Park, PA

Communications Committee & Dancer

Fall 2013 - present

- Member of the largest student-run philanthropy in the world
- Work with Penn State Alumni Association to spread awareness about pediatric cancer
- Danced for 46 hours on behalf of the South Asian Student Association, one of 700 selected dancers