

Sejal Patel

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Education

THE UNIVERSITY OF TEXAS AT AUSTIN

Advertising (B.S), Radio/Television/Film (B.S); 4.0 GPA
Texas Creative and Texas Media & Analytics Programs

Austin, TX
Aug 2024 - Dec 2027

Experience

APPLE

Advertising Intern

Cupertino, CA
May 2026 - Aug 2026

- Managed end-to-end production for Apple Watch campaigns including scheduling and asset acquisition across design, interactive, channel, legal, and retail teams.
- Supported creative development through brief input, early script vetting, and hardware/design reviews while serving as approver for banners and permalinks.
- Maintained agency relationships with TBWA/Media Arts Lab and drove internal stakeholder communications, status updates, and content management.

LIONSGATE

Creative Marketing Intern - Motion Picture Group

Santa Monica, CA
Jun 2025 - Aug 2025

- Created marketing assets, print, strategy, decks, and AV for Lionsgate's wide theatrical motion picture campaigns including *The Hunger Games: Sunrise on the Reaping*, *The Housemaid*, *Now You See Me: Now You Don't*, *The Long Walk*, *Mutiny*, *Greenland: Migration*, *Day Drinker*, and *Good Fortune*.
- Developed a long lead strategy and campaign plan for *The Housemaid* franchise and presented to executives and creative directors.
- Signed off on final print, provided feedback on key art, attended DI/Mix sessions, and ideated PR box and stunt marketing activations adopted into campaigns.

TOWER & BRIDGE AD AGENCY

Co-Director

Austin, TX
May 2026 - Present

- Lead a 40+ member student-run advertising and PR agency, overseeing the executive team, agency operations, and long-term strategy.
- Manage client relationships, campaign execution, and cross-team coordination to drive successful campaigns.
- Direct financial operations and internal systems while supporting agency growth and organizational development in partnership with Texas Student Media.

Account Manager

Aug 2025 - May 2026

- Manage client relationship and lead account team for our client Blue Suede.
- Direct team meetings, coordinate campaign strategy, enforce timelines, and act as the primary liaison between client and agency.

Content Manager

Aug 2024 - May 2025

- Led the creation of original social media content and PR assets, including photos, videos, and graphics for our accounts: Salsa Limón and Far Out Lounge.
 - Increased Far Out Lounge viewership by 400% and impressions by 75%
 - Grew Salsa Limón Instagram reach 483.9% and profile activity by 48.8%.

Notable Awards

- **Youth Academy Awards** - Best Director Winner (2023), Best Producer, Writer Nominee (2023)
- **Rocky Mountain Student Emmy® Awards** - Best Writer, Editor, Public Service Announcement (2023)

Skills and Certificates

Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe InDesign, Print and Digital Design, Production Workflow, Generative AI Leader, Figma (Meta Certificate), Deck Creation, Project Management Knowledge, Microsoft Suite, Marketing Strategy, Video Production, Prototyping, Green Screen Keying, AutoCAD