

Sejal Patel

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Education

THE UNIVERSITY OF TEXAS AT AUSTIN

Advertising (B.S), Radio/Television/Film (B.S); 4.0 GPA

Austin, TX

Aug 2024 - May 2027

Experience

LIONSGATE

Santa Monica, CA

Creative Marketing Intern - Motion Picture Group

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.

Continued Creative Work (Academic Year)

Aug 2025 - Present

- Ongoing creative work producing print campaign assets under guidance of Creative Director.

TOWER & BRIDGE AD AGENCY

Austin, TX

Account Manager

Aug 2025 - Present

- 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. Companies pay to use Tower and Bridge advertising services.
 - First Instagram reel I created for the campaign increased viewership by 400%.
 - Overall Far Out Lounge Instagram engagement increased 39% and impressions increased 75%.
 - Grew Salsa Limon Instagram reach 483.9% and profile activity by 48.8%.

GOLDMAN SACHS POSSIBILITIES SUMMIT

New York, NY

Selected Participant

Jan 2025 - May 2025

- Chosen from a competitive group of 10,000+ applicants to attend Goldman Sachs' professional development program (Women Leaders Summit) focused on leadership, networking, and career advancement.

THE GOOD VIBE MEDIA

Phoenix, AZ

Media Production Intern

May 2022 - Aug 2022

- Created commercial videos for clients such as Lululemon, Powerhouse Women, Phoenix Suns, and Titos.
- Helped during on-site shoots and edited multiple videos for use on social media or websites that were sent to clients.

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)
- **Seattle International Film Festival (SIFF)** - Finalist (2022, 2023)

Skills and Certificates

Adobe Premiere Pro, Adobe After Effects, 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