

# 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 2028

## Experience

### APPLE

#### Marketing Intern

- Retail TikTok analytics & strategy, campaign planning, and watch and event marketing.

Cupertino, CA

May 2026 (Future)

### LIONSGATE

#### Creative Marketing Intern - Motion Picture Group

- 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.

Santa Monica, CA

Jun 2025 - Aug 2025

### TOWER & BRIDGE AD AGENCY

#### Account Manager

- 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.

Austin, TX

Aug 2025 - Present

#### Content Manager

- 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 increased viewership by 400%.
  - Overall Far Out Lounge Instagram engagement increased 39% and impressions increased 75%.
  - Grew Salsa Limón Instagram reach 483.9% and profile activity by 48.8%.

Aug 2024 - May 2025

### THE GOOD VIBE MEDIA

#### Media Production Intern

- 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.

Phoenix, AZ

May 2022 - Aug 2022

## 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, 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