

Prapti Patel

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Profile

A marketing major at the intersection of creativity and strategy. Experience in brand development, content, and media projects. Focused on developing ideas and industry skillsets that help resonate with consumers emotionally and impact businesses strategically. Currently looking for internship roles in advertising, media, entertainment, and lifestyle setups.

Education

Bachelor of Science, Marketing

Stevenson University

Baltimore, MD

GPA: 3.8 | Dean's List Fall 2025

Expected Graduation: May 2027

Bachelor of Technology, Computer Engineering

Narsee Monjee Institute of Management Studies, MPSTME

Mumbai, India

Sophomore Transfer: May 2024

Relevant Coursework

Applied Marketing Analytics

Consumer Behavior

Digital Publishing

Strategic Marketing Communications

Principles of Marketing

Digital Marketing

Certificates

Business of Entertainment

NYU Tisch

Social Media Marketing

Meta

Marketing Fundamentals

Wharton, UPenn

Experience

Freelance, Creative Strategy

Remote, USA

Clientele: Media, Tech, Food

February 2024 – April 2025

- Led creative direction and content strategy for small business clients, defining brand narratives and creating content marketing plans, increasing brand resonance and engagement.
- Ideated and pitched multi-format creative content across podcasts, social, and digital, along with directing clients' execution teams (video, design, social) to ensure cohesive brand voice. Platforms: Instagram, TikTok, YouTube, LinkedIn, Business Websites.
- Managed paid influencer collaborations and paid promotions, allocating ad spend strategically across relevant media channels via Meta Ads and YouTube Ads.

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Founder's Associate, Brand Strategy

Mumbai, India

Quantum Careers (Career Counselling / EdTech Indie Startup)

May 2022 – August 2024

- Defined brand strategy, positioning, and service design, contributing to the development of core programs, curriculum, website infrastructure, branding, and marketing collaterals, attracting 200+ students in one year.
- Assisted in tracking and managing the startup's marketing insights across business CRMs and media channels, reporting to founders with data summaries and decks, resulting in optimized marketing spend and service offerings.

Independent Lyric Artist & Creative Producer

Hybrid, Mumbai, India

March 2021 – December 2022

- Wrote original lyrics and led end-to-end creative production for two independent Hindi Music singles, 'Khud Se' and 'Dil Besabar'; managing pre- & post-production, release in collaboration with artists and mixing studios to deliver commercial-ready tracks.
- Executed distribution and promotion strategy across Spotify, Apple Music, and 50+ streaming platforms using TuneCore and DistroKid, along with managing artist dashboards, influencer collaborations, content rollouts, achieving 54k+ streams across platforms, and Spotify Verified Artist and Apple Music Artist.

Additional Experience

Retail Sales Associate

Westminster, MD

Boscov's Departmental Stores | TJX Marshalls

August 2024 - Present

- Provided customer service and in-store retail operation assistance, leading the point of sale through direct high-volume customer interactions.
- Gained real-life insight by observing how customers navigate stores, evaluate brands, and make purchase decisions, strengthening the ability to connect creative ideas to real buyer behavior.

Skills and Tools

Content Ideation & Planning
Cultural Research & Insight
Social Media Fluency
Brand Strategy Fundamentals
Presentation / Deck Creation
Design Principles

Production Assistance
Photography
Microsoft 365
Google Workspace
Adobe Creative Cloud
Canva

Generative AI
Web Development
Web Content Management
Paid Social Advertising
Dashboards / CRMs

Extracurriculars

Student Content Representative, Mustang Media Team

Stevenson University, Marketing and Communications Department

March 2025 – Present

Head of Content & Media Outreach, Taqneeq – National Tech Festival

Narsee Monjee Institute of Management Studies, Student Council

Nov 2023 – June 2024

Head of Social Media and Content

The Institution of Electronics and Telecommunication Engineers, Student Chapter
Narsee Monjee Institute of Management Studies

July 2023 – June 2024

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