VINAYAK PATEL

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SUMMARY

MBA student in Marketing at New York Institute of Technology (GPA 4.0) with a bachelor's in Information Technology. I have worked in sales, business development and AI writing, and I like understanding why customers buy what they buy. Looking for a marketing internship in New York.

EDUCATION

New York Institute of Technology — New York, NY
Master of Business Administration (MBA), Marketing — GPA: 4.0/4.0 — *Jan 2026 – Expected Jan 2028*

AURO University — Surat, India
Bachelor of Science in Information Technology — *2022 – 2025*

EXPERIENCE

Technical AI Writer — AmriKids Productions — New York, NY
"The Bird Woman," a series made with AI (through NYIT's ISEF program) — *2026*

- Wrote the prompts and scripts for "The Bird Woman," a series my professor is creating using only AI tools.
- Turned the story ideas into clear instructions for the AI tools and kept the characters and scenes consistent.

Web Development & AI/ML Intern — Protonix AI — Surat, India
AI software company — *Jan 2025 – May 2025*

- Built "Just You," a jewelry web app that shows real-time metal and diamond prices and lets customers try on jewelry virtually.
- Presented the project at university reviews and IBM ICE Day.

Business Development — Bhavya Tubes — India
B2B steel-pipe manufacturer — *2024 – 2025*

- Helped with business development for a steel-pipe manufacturer, working with buyers and distributors.

Member, Professional Networking — BNI India — India
Business referral network — *2021 – 2022*

- Built a network of 1,000+ business owners and professionals through weekly BNI meetings.
- Explained investment options to members in simple terms.

Independent Sales Associate — Amway India — India
Direct selling — *2019 – 2020*

- Started selling at 16. Built a base of about 100 customers and sold around ₹10,000 of products a month, mostly through word of mouth.

PROJECTS

Excel Decision Models — MBA coursework — 2026

- Built an optimization model in Excel to find how many doors and windows a company should make to earn the most profit within its production limits.
- Built a supply chain model measuring productivity (units per dollar) and how cost and customer value affect profit.

SKILLS & CERTIFICATIONS

Marketing: Brand strategy, campaign analysis, consumer behavior, market research, content writing, digital and social media

Analytics: Excel optimization models, break-even analysis, forecasting basics, business analysis

Tools: Microsoft Excel, PowerPoint, Word, Canva, generative AI tools, web development fundamentals

Certifications: Business Analysis Fundamentals (Microsoft); Artificial Intelligence & Machine Learning (IBM); Canva Web Pages (Coursera)