VINAYAK PATEL

Secaucus, NJ (New York City area) | +1 (551) 697-1871 | vinayakb.patel456@gmail.com
vinayakbmarketing.com | linkedin.com/in/vinayakbpatel

SUMMARY

MBA in Marketing candidate with an Information Technology background and early experience in sales and business development. I analyze campaigns, build marketing tools, and write for AI-powered storytelling, translating between technology and business. Seeking a Summer 2027 internship in brand, growth, or digital marketing in New York.

EDUCATION

New York Institute of Technology — New York, NY
Master of Business Administration (MBA), Marketing — Expected January 2028

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

EXPERIENCE

New York Institute of Technology, ISEF Program — New York, NY (Remote, Part-time)
Technical Writer, Bird Woman: Sacajawea (AI-powered historical series) — Apr 2026 – Present

- Write scripts and technical documentation for an AI-enhanced historical storytelling series about Sacajawea.
- Generate visual content and refine AI prompts for short-form video production; evaluated Morphic AI as a single platform for the production workflow.
- Selected as a panelist for the series' live screening and discussion (June 2026), speaking on AI in creative storytelling.

Protonix AI Pvt. Ltd. — Surat, India
AI/ML and Web Development Intern — Jan 2025 – Jun 2025

- Built JUST YOU, an AI-powered virtual jewelry try-on web app with real-time metal and diamond pricing, using Python, Flask, MongoDB, and MediaPipe.
- Integrated machine learning features into web platforms and supported testing and deployment.
- Presented the project at university reviews and IBM ICE Day evaluations.

Bhavya Tubes (Steel Pipe Manufacturing) — India
Business Development Specialist — 2024 – 2025

- Supported business development and client relationships for an industrial steel pipe manufacturer.

BNI India (Business Network International) — India
Member, Business Networking — 2021 – 2022

- Built referral relationships within a network of more than 1,000 business owners and professionals.

Amway India — India
Sales Associate — 2019 – 2020

- Sold consumer products directly to customers, handling prospecting, product presentations, and follow-up.

PROJECTS

- **vinayakbmarketing.com, Marketing Portfolio (2026):** 20 campaign breakdowns, an interactive guide to 12 behavioral marketing levers, profiles of five New York agencies, and a 3D New York City map built with NYC Open Data.
- **Excel Decision Models (2026):** production planning and supply chain productivity models built for MBA coursework.

AWARDS

- Third place, IBM ICE Day presentation (AURO University)

SKILLS & CERTIFICATIONS

Marketing: campaign analysis, market research, brand strategy, behavioral marketing, copywriting
Tools: Excel (decision models), PowerPoint, Canva, AI tools (ChatGPT, Claude, Morphic AI), Python, HTML/CSS/JavaScript, Flask, MongoDB
Certifications: Business Analysis Fundamentals (Microsoft); Artificial Intelligence & Machine Learning (IBM); Teaching the AI Fluency Framework