HONEY PATEL

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SUMMARY

Master's student in IT management, graduating April 2027, with four years of marketing experience. I'm looking for a full-time role as an IT analyst or business analyst. Marketing taught me how to find out what customers and teams need and keep everyone updated. My coursework and projects have added SQL, Power BI, risk assessment, and the NIST Cybersecurity Framework.

EDUCATION

Cumberland University | Master of Science, Information Technology Management — Aug 2025 – Apr 2027 (expected)

Coursework: Principles and Theories of Leadership, IT Law, Standards, and Compliance, IT Field Experience, Procurement and Contract Management, Database Management

Gujarat University, India | Bachelor of Commerce — Jan 2021

Coursework: Advanced Statistics, Operations Research, Finance and Market Analysis, Advanced Accounting

EXPERIENCE

Freelance Marketing, Ghazal Lounge | McKinney, TX — Feb 2026 – Oct 2026

- Ran social media and content for Ghazal Lounge, a premium hookah bar and restaurant.
- Planned and managed paid ad campaigns to bring in new customers.
- Kept the website current with events, menu changes, and promotions.

Marketing Executive | Shree Radhekrishna Extrutech Private Limited — Feb 2021 – Mar 2025

- Managed a team of five during the company's growth and gave input on business decisions.
- Researched the market and competitors to guide product positioning.
- Ran marketing across SEO, content, social media, and digital ads to build brand visibility and bring in leads. Digital plans were tied to higher website engagement and more customer inquiries.
- Handled product branding, including brochures and social campaigns, and took part in domestic industrial exhibitions to launch products.
- Managed customer follow-ups and relationship workflows, and ran customer surveys and feedback programs to guide product improvements.
- Worked with the sales team, other departments, and suppliers on delivery and customer satisfaction, and with the service department on after-sales questions.
- Coordinated campaigns and prepared reports on how they performed.

PROJECTS

Portfolio Website (patelhoney.com) — Personal project

- Built my portfolio site on WordPress with pages for my resume, work experience, cover letter, and a contact form.

IT Risk Assessment — Academic project

- Identified, evaluated, and ranked information security risks in an organizational scenario using a structured risk-analysis method.

NIST CSF Mapping — Academic project

- Checked an organization's security setup against the five core functions of the NIST Cybersecurity Framework and listed the gaps in its controls.

D & P Industries Website (dandpind.com) — Freelance, Dec 2023

- Designed and built the website on WordPress for D & P Industries, an extrusion machinery and custom manufacturing company.

SKILLS

Data and analysis: Business analysis, data analysis, Excel, SQL (Microsoft SQL Server), Power BI, database design (normalization, ER diagrams)

IT and security: IT management, cybersecurity fundamentals, NIST CSF, risk management, IT networking basics

Project work: Project management, Agile/Scrum, Jira, Trello, project charters, technical documentation

Web and marketing: WordPress, VS Code, GitHub Pages, digital marketing (Google certified), paid advertising, social media marketing, content writing, CRM

CERTIFICATIONS

Fundamentals of Digital Marketing, Google | Jan 2024