# 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 analyst role in data, business, or IT. In marketing, I researched markets and competitors, ran customer surveys, and reported on how campaigns performed. My coursework and projects have added SQL, Power BI, database design, and risk assessment.

## EDUCATION

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

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

**Gujarat University, India** | Bachelor of Commerce — Jan 2021

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

## SKILLS

**Data and analysis:** Data analysis, SQL (Microsoft SQL Server), Excel, Power BI, business analysis, 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

## EXPERIENCE

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

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

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

- Researched the market and competitors to guide product positioning.
- Ran customer surveys and feedback programs to guide product improvements, and managed customer follow-ups and relationship workflows.
- Coordinated campaigns and prepared reports on how they performed.
- 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.
- Managed a team of five during the company's growth and gave input on business decisions.
- Worked with the sales team, other departments, and suppliers on delivery and customer satisfaction, and with the service department on after-sales questions.
- Handled product branding, including brochures and social campaigns, and took part in domestic industrial exhibitions to launch products.

## PROJECTS

**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.

**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.

**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.

## CERTIFICATIONS

Fundamentals of Digital Marketing, Google | Jan 2024