

Vidhi R. Patel

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PROFESSIONAL SUMMARY

Marketing student with 5+ years of experience in customer service and office operations. I am skilled in patient communication, insurance verification, and billing accuracy. Gained direct marketing experience through MSM NJ by contributing to campaign planning, audience engagement, performance analysis, audience engagement, and campaign execution.

EXPERIENCE

MIDDLE SCHOOL SOUTH JERSEY BASEBALL, South Jersey, NJ June 2025 – Present

Brand and Strategy Coordinator

- Plan and manage social media content to promote tournament registrations
- Use Canva to create graphics and short-form content to align with campaign goals
- Track engagement metrics and adjust posting strategy based on performance
- Support promotional campaigns and email outreach when needed

EMPOWER PHYSICAL THERAPY, Exton, PA

May 2022 – Present

Receptionist

- Greet and check-in patients, scan documentation, process co-pays and outstanding balance
- Verify 8+ insurance benefits per shift to streamline registration and reduce patient wait times
- Assist with billing tasks, including payment posting, balance tracking, and resolving billing questions
- Support marketing campaigns and email outreach using Mailchimp, helping promote clinic services and patient engagement

EDUCATION

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

May 2026

Major: Marketing | **GPA:** 3.4

Relevant Courses: Marketing Research, Marketing Management, Consumer and Buyer Behavior, Marketing Strategy

PROJECTS

- Developed and executed social media content strategies for brands including Laneige, Summer Fridays, and Peace Out Skincare, ensuring alignment with brand aesthetics and marketing goals while analyzing trends, engaging directly with brand, and tracking performance metrics to optimize future planning and content.

SKILLS

Software: Microsoft 365, Canva, Google, Mailchimp, Instagram, TikTok

Marketing: Market Research, Consumer Behavior, Social Media Strategy, Digital Marketing

Additional Skills: Organization, Written/Verbal Communication, Time Management, Teamwork

Languages: English, Gujarati, and Hindi