NISARG PATEL

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PROFESSIONAL SUMMARY

International Business Master's student at EMLV Business School (Paris) with hands-on experience in B2B digital marketing, performance analytics, market research, and content creation gained through internships in France and India. Skilled in data-driven campaign analysis (ROAS, CPM, CTR, CPA), A/B testing, advanced Excel reporting, and lead-generation pipeline development. Seeking a marketing, digital marketing, or business development internship in France, available from January–February 2027.

EDUCATION

Master of Management, International Business, EMLV Business School, France **Sept 2025 - Present**

EMLV Business School, Paris, France

Coursework: International Market Study, Project Management, Product Management, Excel, Google Analytics, Quantitative Data Analysis, Geopolitics, Sustainable Management, Global Retail, Budgeting, Business Ethics.

Bachelor of Business Administration, CHARUSAT, India **Aug 2022 - Aug 2025**

CHARUSAT, India | CGPA: 7.33/10

Coursework: Strategic Management, Consumer Behavior, Sales and Distribution Management, Services Marketing, Brand Management, Contributory Personality Development, Tourism and Hospitality.

SKILLS

- **Digital Marketing:** Google Ads, Meta Ads, Campaign Management, A/B Testing
- **Inbound Marketing:** HubSpot Inbound Methodology, Flywheel Model (Attract, Engage, Delight), Lead Nurturing
- **SEO & AI Search Visibility:** Semrush, AI Search Visibility Optimisation (brand presence in AI-generated answers)
- **Marketing Analytics:** ROAS, CPM, CTR, CPA, KPI Tracking, Performance Analysis, Google Analytics (GA4)
- **Excel & Data Tools:** Advanced Excel, XLOOKUP, Pivot Tables, Data Cleaning & Reporting, PowerPoint, Word
- **Content Creation:** CapCut, Canva, Photo & Video Shooting/Editing
- **Business Strategy:** Market Research, Consumer Behaviour, Lead Generation
- **Sales:** Cold Outreach, Email Marketing, Pipeline Development, LinkedIn Sales Navigator

EXPERIENCE

Digital Marketing Intern - AMA BAT, Argenteuil, France **April 2026 - August 2026**

- Built a B2B lead generation pipeline of 50 target companies, using market research to target real estate foncières and facility management firms across Île-de-France (Gecina, Covivio, Icade, CBRE, JLL, and others)
- Designed and maintained a prospect tracker in Advanced Excel (XLOOKUP, pivot tables, data cleaning & reporting) to segment leads by sector, LinkedIn search query, and tender platform, improving pipeline visibility and follow-up efficiency
- Used LinkedIn Sales Navigator to identify and segment 3 key decision-maker titles (Directeur Technique, Responsable Technique, Facility Manager) for targeted cold outreach
- Wrote 4+ bilingual (English/French) email marketing sequences and LinkedIn message templates for enterprise cold outreach, emphasising regulatory compliance and procurement-friendly positioning
- Planned, shot, and edited 200+ photo & video assets across 2 project sites in CapCut and Canva for the company website and social media, supporting an inbound LinkedIn content strategy that strengthened brand visibility
- Applied market research to compile prospecting databases across 6 sectors (banking, healthcare, hospitality, education, real estate, property & facility management) with tender-platform recommendations (marches-publics.gouv.fr, aws-achat.fr)

Marketing and Sales Intern - Prinkit.in, India **May 2024 - June 2024**

- Led 4+ social media campaigns, tracking ROAS, CTR, and CPA to optimise budget allocation, engagement and reach
- Ran A/B tests on ad creatives and messaging, using performance analysis to refine targeting and improve CTR by ~5%
- Analysed campaign results in Excel (pivot tables) to report on conversion rate, CPM, and user engagement trends
- Conducted market research and consumer behaviour analysis to improve brand positioning and customer targeting
- Generated 50+ leads through cold outreach and email marketing campaigns, feeding the sales pipeline
- Supported live sales operations during events, contributing to revenue growth

PROJECTS

Marketing Consultant (University Project) - LuluHives, Paris, France **Oct 2026 - Present**

- Manage 3 social media accounts and content calendars aligned with marketing objectives, using inbound marketing and consumer behaviour insights to schedule consistent posts
- Created 5+ posts in Canva and CapCut to build brand awareness, supporting the attract and engage stages of the flywheel
- Coordinate photo & video shooting and campaign management, organising creative assets for marketing campaigns
- Drive lead generation and business development through market research to identify potential clients, cold outreach, relationship building, and pipeline development

Social Media Manager (Personal Project) - Tambe Financial Services **Ongoing**

- Run social media for an insurance firm: posts, ads and hiring content designed in Canva
- Built lead-gen and recruitment posts with clear CTAs (free review, DM keywords, "Apply Today")

CERTIFICATIONS

- Google Ads Search • Google Analytics • HubSpot Inbound • Semrush AI Visibility Essentials

LANGUAGE

English - Fluent (IELTS B2) French - A2 (currently learning)