

JEAL PATEL

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PROFESSIONAL SUMMARY

Marketing Media & Retail Analytics Manager with experience leveraging complex data sets to drive campaign performance, customer insights, and business growth across ecommerce and omnichannel environments. Proven track record of translating data into actionable strategies, including identifying a \$28M revenue opportunity, driving 30% business growth, and increasing contract value through data-driven optimization. NYU Stern MBA with expertise in reporting, KPI tracking, including transaction-level data, customer behavior, and campaign performance. Skilled in SQL, Tableau, and advanced Excel to build dashboards, develop analytical models, and communicate insights to internal stakeholders and external partners. Experienced in cross-functional collaboration, test-and-learn initiatives, and driving continuous improvement across retail media operations.

EXPERIENCE

Medical Electronic Systems

Los Angeles, CA

Retail Marketing & Analytics Manager

Jan 2026 – Present

- Lead omnichannel marketing strategy across global B2B and DTC segments, driving product adoption, engagement, and expansion through CRM automation and segmentation
- Design and execute automated lifecycle journeys including onboarding, re engagement, and upsell campaigns using CRM platforms and behavioral triggers
- Build reporting dashboards and performance frameworks to track campaign effectiveness, conversion, and retention across channels
- Analyze customer behavior, channel performance, and market opportunities to inform go to market strategy and revenue growth initiatives

The Emerald Clarksville

Hybrid

Media Marketing Manager, Omnichannel Strategy

Jan 2022 – Jan 2026

- Owned end to end marketing strategy and P&L impact, managing a 60 thousand dollar omnichannel budget across digital, paid social, CTV, and radio
- Built lifecycle marketing and customer engagement programs that increased repeat bookings and improved customer retention
- Led cross functional execution across media partners, vendors, and internal stakeholders, driving 30 percent revenue growth and improving marketing efficiency by 10 percent
- Developed reporting dashboards and campaign optimization frameworks to track performance and inform budget allocation decisions
- Managed and mentored a team of 3–5, driving execution across campaign strategy, creative, and analytics

Salesforce

Atlanta, GA

CRM Lifecycle Marketing & Strategy Specialist

Apr 2022 – Apr 2024

- Managed 20+ enterprise accounts, developing lifecycle and expansion strategies based on customer usage and engagement data
- Built data driven recommendations to improve retention, upsell, and customer value, increasing contract value by 6 percent
- Partnered cross functionally with sales, product, and marketing teams to align lifecycle strategy with business growth goals
- Analyzed CRM and behavioral data to identify growth opportunities and improve customer engagement across enterprise clients

L'Oréal U.S.A.

New York, NY

Category Strategy & Insights Analyst, CPG Beauty - Grocery

Jan 2022 – Apr 2022

- Analyzed Circana, Nielsen, and NPD data to evaluate category performance, distribution gaps, and competitive positioning across 50+ retailers
- Built SKU level dashboards and forecasting models to support category strategy and retail decision making

L'Oréal U.S.A.

New York, NY

Category Development Intern, Haircare (CPG)

May 2021 – Aug 2021

- Identified a 28 million dollar omnichannel revenue opportunity through subcategory whitespace analysis and retail margin optimization
 - Developed retailer ready business cases supporting pricing, assortment, and go to market strategy
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MBA CONSULTING PROJECTS

LVMH

Jan 2025 – May 2025

- Led cross market strategy project developing AI enabled supply chain and growth initiatives across 5+ countries
- Built financial and risk models to support long term vendor strategy and operational resiliency

Revolve

Sep 2024 – Dec 2024

- Led A/B testing and customer journey optimization initiatives, increasing conversion by 20 percent
- Designed AI powered personalization tools to improve product discovery and brand engagement

Tarte Cosmetics

May 2024 – Aug 2024

- Developed ecommerce and lifecycle marketing strategies that increased purchasing conversion by 18 percent
 - Proposed loyalty and brand partnership initiatives to improve repeat engagement by 10 percent
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EDUCATION

New York University — Leonard N. Stern School of Business

- MBA | Master of Business Administration, Retail & Luxury

Georgia Institute of Technology — Scheller College of Business

- BSBA | Bachelor of Science in Business Administration, Information Technology Management
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SKILLS & TOOLS

Tools/Analytics: SEO, HTML, Figma, Adobe InDesign, Excel, SQL, Google Analytics/GA4, Shopify, Tableau