

NIKHIL PARAKH

West Bloomfield, MI | (248) 949-7936 | nikhilparakhh@gmail.com | nikparakh.com

PROFESSIONAL SUMMARY

Marketing and finance student with experience in social media content, branded communications, market research, and customer engagement. Skilled in creating audience-focused content, coordinating projects, and adapting communication across digital and in-person channels, with a strong foundation in team leadership and fast-paced service environments.

CORE SKILLS

Community & Social Media: Social Media Content, Community Management, Social Media Management Tools, Community Partnerships, Sponsorship Outreach

Marketing & Brand Communication: Digital Marketing, Brand Communications, Copywriting, Stakeholder Communication, Customer Service

Analytics & Research: Market & Competitor Research

Operations & Collaboration: Canva, Event & Project Coordination, Microsoft Excel, PowerPoint & Word, Team Leadership

PROFESSIONAL EXPERIENCE

SFV SERVICES | Marketing Specialist Intern

Apr 2026 - Present

- Generated 10,000+ social media impressions by developing and publishing audience-focused content and branded marketing materials in Canva using social media management tools.
- Conduct market and competitor research to identify industry trends, content opportunities, and positioning insights.
- Coordinate marketing projects with team members and participate in planning meetings to manage multiple priorities and keep content and deliverables on schedule.
- Support community management and brand communications by creating client-facing copy and strengthening brand visibility across digital channels.

SUBWAY | Manager

Mar 2022 - Present

- Supervise daily store operations, including inventory control, cash handling, customer service, and food safety compliance.
- Manage and train a team of five employees, supporting consistent performance and service quality in a fast-paced environment.
- Resolve customer concerns and maintain store cleanliness and operating standards across high-traffic areas.

LEADERSHIP EXPERIENCE

MOTOR CITY DHAMAAL | Director

Feb 2024 - Feb 2025

- Helped lead the planning and execution of large-scale Indian collegiate dance competitions in a student-run nonprofit environment.
- Coordinated sponsorship outreach and stakeholder communication with participating groups, sponsors, and community partners.
- Contributed to fundraising efforts totaling \$20,000+ through community events and temple-connected sponsorship initiatives.
- Collaborated with team members to address event needs, coordinate outreach, and complete projects on schedule.

JAIN SOCIETY OF GREATER DETROIT | JOY Vice President

Sep 2021 - Aug 2023

- Initiated and organized fundraisers, including bake sales and food drives, generating \$10,000 for the organization.
- Led sponsorship discussions with Jaya Travels, Menchies, and Westgate Dental and coordinated community initiatives with sponsors and volunteers.

- Reviewed financial reports, monitored accounts, prepared forecasts, and allocated funds for promotions, production, props, and venue bookings.

YOUNG JAINS OF AMERICA | Local Representative

Sep 2021 - Aug 2022

- Planned and executed local and regional events that strengthened member connections and community engagement.
- Collaborated with representatives and coordinators to develop educational programming promoting Jainism and continued involvement.

EDUCATION

WAYNE STATE UNIVERSITY - MIKE ILITCH SCHOOL OF BUSINESS

Expected December 2026

Bachelor of Science in Business Administration | Double Major: Marketing & Finance

Detroit, MI

CERTIFICATIONS

- Google Ads Search Certification | Google
- Google Ads Measurement Certification | Google
- Google Analytics Certification | Google
- Digital Marketing Certification | HubSpot Academy
- Microsoft Office Specialist: Excel for Business Finance Associate | Microsoft (**In Progress**)