

Chloe Patel

(781) 856-9134 | cgpatel@bu.edu | Boston, MA | [linkedin.com/in/chloe-patel/](https://www.linkedin.com/in/chloe-patel/)

EDUCATION

Boston University College of Communication

Bachelor of Science in Advertising

Boston, MA

Expected 08/2024

COMMUNICATION EXPERIENCE

The Daily Free Press

Editor-in-Chief

Boston, MA

05/2023 – 12/2023

- Manage an editorial board of 20 editors and a staff of over 200 writers and photographers
- Oversee all editorial content, make all editorial decisions and act as the face of the award-winning independent student newspaper
- Fact check and edit 10-15 stories, captions and social media content nightly
- Act as the President of Board of Directors of Back Bay Publishing Company

AdClub

President

Boston, MA

05/2023 – Present

- Run a 150-person agency, composed of eight client teams in addition to an academic side
- Lead a 12-person executive team that each provide a specific skill to provide members with a mentor in each department, including accounts, project management, strategy and creative
- Network with alumni and small business owners in the Greater Boston area to provide networking experiences to members through speaker events and agency tours

AdLab

Vice President of New Business

Boston, MA

12/2022 – 06/2023

- Sourced prospects for agency and scheduled client meetings and
- Created a client roster of 12 businesses, ranging from national brands to start-ups, for agency
- Continued to develop a New Business strategy for direction of new clients in AdLab's future by meeting with senior leadership and faculty

New Business Manager

05/2022 – 12/2022

- Assisted VPs of New Business in scheduling new client interviews and running meetings
- Collaborated with VPs to develop an extensive New Business Strategy

ADDITIONAL EXPERIENCE

College of Communication

Senior Office Assistant

Boston, MA

01/2022 – Present

- Serve as face of BU's College of Communication's Undergraduate Affairs office
- Greet prospective and current students and fielded questions about COM courses and policies
- Schedule student appointments with advisors and respond to initial inquiries
- Train new employees about protocol and procedures within office

First Year Experience Program

Peer Mentor and Fellow

Boston, MA

08/2022 – 12/2023

- Guided a team of 15 Peer Mentors as they navigate their role mentoring first-year students
- Collaborated with an instructor to lesson plan for 20 first-years, including activities to create a sense of community and belonging at BU
- Met with students in a one-on-one setting and utilized empathetic listening to ensure wellness
- Shared experiences as a student to support their successful academic and social transition

SKILLS

Research and Analytics: Google Analytics, SEO, WordPress

Design: Adobe Photoshop, Adobe InDesign, Canva, Procreate

Writing: AP Style, Copyediting