

AANAL PATEL

Experiential Marketing | Brand Activations | Event Production | Cultural Programming

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SUMMARY

Experiential Marketing and Event Production professional with 5+ years of experience producing culturally resonant, high-impact brand activations, ticketed experiences, cultural events, and community engagement programs across 11 U.S. markets. Proven track record leading end-to-end event execution, vendor and talent management, budget ownership, partnership development, and cross-functional teams for events ranging from intimate community gatherings to 2,000+ attendee experiences. Known for transforming innovative concepts into scalable, revenue-generating experiences that strengthen brand affinity and audience engagement.

MEDIA & RECOGNITION

- Creator of the viral Diwal-O-Ween cultural event concept generating 1M+ social media views.
- Featured in The Washington Post for Diwal-O-Ween earning national media coverage.
- Produced the first Saree Run 5k + Health & Wellness festival in the United States.
- Earned media coverage through CBS News, LAist, New India Abroad, India West and Voyage LA.

CORE SKILLS

Event Production: Experiential Marketing, Brand Activations, Program Management, Venue Sourcing, Vendor Management, Talent Management, Budget Ownership, Contract Negotiation, Event Logistics, Event Operations, BEO Development, Floor Plan Design, Run of Show Development

Marketing & Strategy: Community Marketing, Influencer Partnerships, Sponsorship Activation, Strategic Partnerships, Promotional Marketing, Social Media Campaigns, Audience Development, Brand Strategy

Leadership: Cross-Functional Team Management, Operational Playbooks, Process Improvement, Partner Management

Platforms: Canva, Adobe Creative Suite, Cvent, Canary, Concerto, Notion, Google Suite, Social Tables

EXPERIENCE

Desi Marketplace Inc | E-commerce Marketplace Platform

Mar 2023 – Present

Creative Events Producer & Brand Activation Lead

Los Angeles, CA

- Produced & scaled 40+ branded, ticketed, and community-driven events across 11 U.S. markets, serving audiences ranging from 100 to 2,000 attendees.
- Led end-to-end event execution including venue sourcing, budget management, contract negotiations, talent procurement, vendor management, production logistics, and on-site operations.
- Developed operational playbooks and standardized production processes that enabled successful replication of events across nine cities with a team of 12 coordinators.
- Drove a 42% increase in event-related revenue through strategic programming, audience engagement initiatives, and scalable activation models.

Self-Employed

2022 – Present

Experiential Marketing & Event Producer | Consultant

Denver / Los Angeles

- Directed production for the **first** Saree Run event in the United States, coordinating venue partnerships, volunteer management, operational planning, and event-day execution. With 71 registered runners and 250+ festival attendees.
- Produced large-scale cultural and community events for nonprofit and entrepreneurial organizations, overseeing planning, logistics, permitting, talent coordination, sponsorship support, and execution up to 2,750 attendees.
- Secured earned media coverage across regional and national outlets, including CBS News, LAist, and India West.
- Managed stakeholder communications and cross-functional teams to deliver seamless attendee experiences and strengthen community engagement.

Holiday Inn Express & Suites

Feb 2024 – Feb 2026

Sales & Events Marketing Manager

Denver, CO (Remote)

- Managed event sales and operational coordination for corporate meetings, fundraisers, conferences, and private events.

- Supported venue logistics, client communications, vendor coordination, and event execution while maintaining brand standards and guest experience objectives.
- Leveraged CRM and event management platforms including Cvent and Canary to strengthen customer engagement and support revenue growth initiatives.
- Collaborated with sales and operations teams to maximize utilization of event and meeting spaces.

Modern Desi

Oct 2018 – Jul 2024

Creative Brand & Content Strategist

Los Angeles, CA

- Developed social-first brand campaigns, influencer partnerships, and content strategies designed to increase audience engagement and brand awareness.
- Managed cross-functional creative projects from concept development through production and launch.
- Built and maintained strategic vendor and partner relationships supporting product development and marketing initiatives.
- Produced branded content and experiential storytelling campaigns aligned with community-focused growth objectives.

EDUCATION

Bachelor of Arts, Psychology

2014

University of Colorado, Boulder

Minors: Business Administration & Technology, Arts & Media

Full Stack Software Engineering

2016

Galvanize, Denver