

PEARL PATEL

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Social Media Marketing Manager

SKILLS

- **Paid Advertising & Performance Marketing:** Google Ads, Instagram Ads, Paid Media Strategy, A/B Testing
- **SEO & SEM:** Search Engine Optimization (SEO), Search Engine Marketing (SEM), Keyword Research, Google Analytics
- **Email Marketing & CRM:** Mailchimp, HubSpot
- **Data Management & Analytics:** MySQL, MS Access, Google Analytics, Data-Driven Marketing, Market Trends, KPI Tracking
- **Creative & Content Tools:** Photoshop, Canva, Figma, Video Editing, Reels Creation, Copywriting, UI/UX for Social Media, Hootsuite

WORK EXPERIENCE

MARKETING INTERN

New York City, NY

ANCHOR INTERNATIONAL

March 2024- May 2024

- Engaged with 50+ customers daily, leading to a 20% increase in customer satisfaction and repeat engagement.
- Consistently achieved 100% of daily sales and engagement targets, directly contributing to company revenue growth.
- Executed highly targeted direct marketing campaigns, resulting in a 25% boost in customer engagement and lead conversions.
- Collaborated on client projects for T-Mobile and ETNT Services, driving a 30% improvement in project efficiency through streamlined communication and teamwork.
- Trained new team members, improving onboarding efficiency and ensuring a seamless transition into daily marketing activities.
- Provided real-time customer feedback analysis, allowing the company to refine sales strategies and improve service quality.

DIGITAL MARKETING

Chicago, IL

SHAANDVANI

August 2022- January 2023

- Managed and mentored a 4-person creative team, overseeing photoshoot direction and ensuring alignment with the brand's aesthetic and marketing goals.
- Developed and executed high-impact social media campaigns, leading to a 35% surge in follower growth and engagement rates.
- Designed and optimized a user-centric e-commerce website, enhancing navigation and user experience, which contributed to a 15% increase in online sales.
- Implemented SEO-driven content strategies, increasing organic traffic to the website and improving discoverability on search engines.
- Established a content calendar and performance tracking system, enabling data-driven marketing decisions and improving campaign effectiveness.

SOCIAL MEDIA MARKETER

Mumbai, India

BASIC INDIA

January 2022- May 2022

- Designed and executed engaging social media campaigns, leveraging Photoshop and Canva, which led to a 40% increase in user engagement.
- Conducted in-depth fashion trend research and consumer analysis, providing strategic insights that enhanced brand positioning.
- Spearheaded the organization of a highly successful pop-up event, driving a 47% boost in sales and customer engagement.
- Developed data-driven marketing strategies, optimizing social media performance and strengthening customer relationships.

OPERATIONS & DIGITAL TRANSFORMATION ASSOCIATE

Vapi, India

FOAMIK COLORS

September 2019 – March 2020

- Led the end-to-end website development project, enhancing the company's digital presence and resulting in a 30% increase in online inquiries from domestic and international clients.
- Spearheaded production management, optimizing workflow efficiency and reducing operational bottlenecks, leading to a 15% improvement in output consistency.
- Conducted daily performance reviews, analysing production metrics and employee efficiency, which contributed to a 20% reduction in downtime.
- Managed and streamlined data operations, implementing structured reporting systems that improved data accuracy by 25% and accelerated decision-making.
- Collaborated with cross-functional teams, bridging communication between production and management to enhance coordination and increase order fulfilment rates by 18%

EDUCATION

PACE UNIVERSITY

New York City, NY

MS. SOCIAL MEDIA AND MOBILE MARKETING

January 2023- December 2024

LS. RAHEJA COLLEGE OF ARTS AND COMMERCE

Mumbai, India

BA. MULTIMEDIA AND MASS COMMUNICATION

June 2019- June 2022

CERTIFICATES

Fashion styling foundation- Fashion Institute of Technology

Meta Digital Marketing

Google - Foundation of digital marketing and e-commerce

Microsoft Advertising Search Certification