

Kajal Patel

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Highlights of Skills and Qualifications

Dynamic and results-driven Social Media Marketing professional with expertise in strategizing and leading impactful digital campaigns. Proven track record of driving brand engagement and growth through data-driven strategies, creative content development, and cross-functional collaboration. Skilled in analyzing performance metrics to optimize campaigns and enhance brand presence. Adept at leading projects from conception to execution, ensuring measurable outcomes and continuous improvement. Adaptable and skilled in managing multiple digital platforms to drive business success. I am ready to relocate for the right opportunity.

Key Skills

- Social Media Strategy & Management
- Campaign Development & Leadership
- Content Creation & Editing (including Adobe Creative Suite, Canva)
- Digital Marketing Strategy & Execution
- Data Analytics & Performance Optimization (Google Analytics, Facebook Insights)
- Video Production & Editing
- SEO & SEM Techniques
- Community Engagement & Brand Growth
- Copywriting & Blogging
- Influencer Marketing & Brand Collaborations
- Fluent in English, Hindi, and Gujarati
- Email Marketing & Campaign Management (Mailchimp)
- Photography & Tabletop Photography
- Paid Social Media Advertising
- Trend Analysis & Market Research
- Brand Identity & Development
- Storyboarding & Scriptwriting
- Public Relations & Outreach
- Event Planning & Promotion
- Crisis Communication Management
- E-Commerce Marketing
- Customer Relationship Management
- Budget Management & Resource Allocation

Certifications

- Hootsuite Social Marketing Certification (2023)
- Meta's Digital Marketing Associate Certification (2023)
- Google Analytics Certified (2023)
- Facebook Blueprint Certification (2023)
- HubSpot Content Marketing Certified (2023)
- DIY Filmmaking Tips Weekly (2023)
- Essential Skills of Social Media Manager (2023)
- Marketing Analysis: Presentation of Digital Marketing Data (2023)

Education

Digital Content Creation and Strategy Post-Graduate Certificate

Graduating 2025

Georgian College, Barrie, ON, Canada

- Led development of digital strategies and content for multi-platform campaigns, enhancing brand visibility.
- Executed video shoots and photography projects, enhancing visual storytelling and audience engagement.

Social Media Marketing Post-Graduate Certificate

Graduated 2024

Conestoga College, Milton, ON, Canada

- Designed and implemented social media strategies that increased online engagement by 25%.
- Utilized analytics tools to measure campaign effectiveness and optimize content performance.
- Applied SEO and SEM techniques to improve digital presence.

Education (Cont'd)

Mass Media in Advertising Bachelor's Degree

Graduated 2018

University of Mumbai, Mumbai, India

- Developed strategic communication plans and advertising campaigns.
- Analyzed consumer behavior to drive market research and strategy development.

Professional Experience

Digital Marketing Intern

Alliance Media, Mumbai, India |

July 2020 - Dec 2022

- Strategized & executed digital marketing campaigns, **increasing audience engagement by 25%**.
- Managed social media accounts and created content aligning brand objectives, boosting followers by 30%.
- Conducted market analysis to identify trends and inform campaign strategies.
- Tracked and reported campaign performance, providing actionable insights for optimization.

Customer Service Representative

Amazon, Mumbai, India |

May 2018 - June 2020

- Resolved customer inquiries efficiently, maintaining a 95% satisfaction rate.
- Collaborated with the marketing team to gather insights for enhancing social media engagement.
- Contributed to promotional campaigns, supporting customer engagement initiatives.
- Maintained detailed reports on customer interactions to guide strategic decisions.
- Assisted digital outreach activities, contributing to marketing strategies aimed at improving brand visibility.
- Resolved customer inquiries efficiently, maintaining a 95% satisfaction rate.
- Collaborated with the marketing team to gather insights for enhancing social media engagement.
- Contributed to promotional campaigns, supporting customer engagement initiatives.
- Maintained detailed reports on customer interactions to guide strategic decisions.

Projects

- **Social Media Campaign for Local Non-Profit Organization:** Led strategy development and execution, resulting in a 20% increase in online engagement and a 10% rise in donations. Utilized platforms like Facebook and Instagram, with targeted paid advertising.
- **Content Creation for Conestoga College Events:** Spearheaded the creation and management of event content, leading to a significant increase in attendance and online interaction. Used video production and graphic design tools.
- **Website Development and SEO Project:** Directed website design and optimization, improving organic traffic by 30% through keyword research and content strategy.
- **Podcast Production:** Produced engaging podcasts that enhanced brand storytelling and reached new audience segments. Managed audio editing and distribution.
- **Video Production and Photography:** Executed professional shoots that elevated the quality and appeal of digital campaigns, using Adobe Creative Suite.

Technical Skills

- **Social Media Management:** Hootsuite, Buffer
- **Design Tools:** Canva, Adobe Creative Suite (Photoshop, Illustrator)
- **Analytics Tools:** Google Analytics, Facebook Insights
- **Content Management Systems:** WordPress, Wix, Squarespace
- **Email Marketing:** Mailchimp
- **Office Tools:** Microsoft Office Suite (Word, Excel, PowerPoint)