

# Hunny Patel

Full-stack Digital Strategist

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Banglore , Karnataka 

A highly motivated and creative digital marketing professional with experience in social media management and Meta advertising. Seeking an opportunity to leverage my skills in driving brand growth, increasing engagement, and improving ROI through innovative marketing strategies.

## EXPERIENCE

### Digital Marketing Intern

Shaaola

05/2022 - 10/2022

Surat

Achievements/Tasks

- Created ad creatives and designed marketing materials for social media campaigns.

### Digital Marketing Lead

Dhaarmi Fashion

06/2023 - 08/2024

Surat

Achievements/Tasks

- Created and managed content for social media platforms, driving increased brand awareness and engagement.
- Led social media marketing campaigns, optimized ad performance, and increased customer acquisition.
- Analyzed metrics and implemented improvements to enhance social media reach and effectiveness.
- Created and managed the company's Shopify website, ensuring seamless customer experiences and successful online sales.

### Brand Strategist

Shria Traditions

08/2024 - 01/2025

Work From Home

Achievements/Tasks

- Managed the Shopify store setup and ensured smooth operation.
- Managed all the task on digital media to grow business online.
- Managed all aspects of social media, including content creation, editing, and posting reels and photos.
- Designed and implemented marketing strategies to drive traffic and increase sales.

## EDUCATION

### Std. 12 (science)

P.H.B.V

Gujarat board (69.78 %)

### B.S(computer science)

Aatmanand sarasvati science college

Veer narmad South Gujarat University

Exploring new digital marketing trends

Creating engaging content and designs

Tech-Savvy & Growth Interests

## SKILLS

Meta Ads

Instagram Marketing

Campaign Optimisation

Brand Strategy

Marketing & Communication Skills

Leadership & Collaboration

Content Scheduling

Ad Creative

HTML

CSS

C

Shopify

Analytics

## CERTIFICATES

Digital marketing fundamentalas

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Gujarati

Native or Bilingual Proficiency

## INTERESTS