

Madhavi Patel

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PROFESSIONAL SUMMARY

Energetic and creative marketing candidate focused on positively impacting business goals and improving customer relations. A team player with top-notch communication skills, strong ability to solve problems, experience in social media, and a desire to continually learn and advance my abilities and skills within the field of Digital Marketing.

EDUCATION

Master of Science in Marketing
Concentration in New Media and Communications
Southern New Hampshire University
December 2020

Bachelor of Science - Elementary Education Pre K-4th
Penn State University
December 2016

KEY SKILLS

- Google Analytics
- Content Marketing
- Google Ads Certified
- Microsoft Office Suite
- Advanced Social Media Knowledge
- SEO
- Adobe Creative Suite, Canva
- Wix, Mail Chimp, Hootsuite, WordPress
- Quick book

EXPERIENCE

Digital Marketing Intern June 2020-August 2020

Onpoint Success, King Of Prussia, Philadelphia, PA

- Curated social media content and email campaigns through Mail Chimp/Hootsuite
- Improvised various social media platforms
- Tracked and responded to customer reviews online
- Created Graphics and logos with Canva

Digital Marketing Intern May 2019-August 2019

Holiday Inn Express & Suites, Clear Spring, MD

- Supervised social media websites and third party reservations
- Tracked and responded to customer reviews online
- Crafted graphics and logos for the hotel

Public Relations, Marketing, and Communications Intern June 2018-August 2018

The Gabriel Institute, Philadelphia, PA

- Conducted various research projects
- Created blog content through Wordpress
- Drafted a press kit and a new page for the company's website through Wix
- In charge of Company's tweets and Facebook posts.

Instructional Para Professional September 2017- Current

Skippack Elementary, Collegeville, PA

- Analyzed student academic progress and create reports for teachers and administrators on a weekly basis
- Utilized data from standardized exams to guide instruction and intervention
- Used graphics, work samples, and reports to give feedback to parents about student progress
- Utilized software such PowerPoint, Flipboard, and iMovie to create lessons that are visually appealing and provide necessary information in a memorable way.

Social Media Leader/Mentor

Holiday Inn Express & Suites, Exmore, VA

August 2016-August 2017

- Led quarterly presentations demonstrating online aspect of the hotel
- Monitored social media websites and third party reservation websites
- Mentored and shared insightful ideas to satisfy customers and increase revenue goals
- Tracked and responded to customer reviews online