

# Madhavi Patel

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## PROFESSIONAL SUMMARY

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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 and CRM.

## EDUCATION

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### Master of Science in Marketing

Concentration in New Media and Communications  
Southern New Hampshire University  
December 2020  
*Graduated with Honors*

### Bachelor of Science

Elementary Education Pre K-4th  
Penn State University  
December 2016  
*Graduated with Honors*

## KEY SKILLS

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|-------------------------------|------------------------------|
| • Google Analytics            | • Wordpress                  |
| • Content Marketing           | • Pardot                     |
| • Google Ads Certified        | • Adobe Creative Suite       |
| • Microsoft Office Suite      | • Canva                      |
| • CRM (NetSuite & Salesforce) | • Wix, Mail Chimp, Hootsuite |
| • LinkedIn Sales Navigator    | • Graphic Design             |
| • Marketo, HubSpot            |                              |

## EXPERIENCE

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### Marketing Coordinator

August 2023 - Current

FranklinCovey

- Designed and developed visually appealing print and digital collateral, ensuring consistency with brand guidelines and creative direction.
- Managed client and candidate databases using Salesforce, maintaining accuracy in data entry for client contact list uploads, audits, and warehouse skus.
- Supervised the production and printing of advertising and sales materials, maintaining high-quality standards and brand consistency.
- Streamlined cross-departmental coordination, enabling marketing and sales teams to meet outreach targets effectively and on schedule.
- Organized and managed marketing email workflows, delegating tasks to ensure timely and efficient team operations.
- Coordinated all aspects of special events, from material compilation to on-site execution, ensuring seamless operations.

### Marketing Coordinator

January 2023 - August 2023

excelerateds2p

- Created SAP/es2p full marketing plans for events and webinars across the United States. This included scheduling email blasts, social media posts, and outreach via LinkedIn Sales Navigator.
- Composed newsletters, articles on SAP business solutions, and event invites. Sent to 1000+ contacts through Pardot.
- Created registration pages in Wordpress for webinars and in-person events for users to indicate interest in attending events.
- Designed banners and digital invites with Canva for in-person conferences.
- Researched and coordinated with various transportation, food, swag, and hotel vendors to plan in-person events.

- Worked with internal consultants to develop a plan for marketing campaigns which included writing case studies and blog articles to promote effectiveness of SAP products.

## **CRM Data/Marketing Specialist**

April 2021 - January 2023

### **Veterinarian Recommended Solutions**

- Designed hundreds of email and physical mailing campaigns to drive attendance to in-person and online conferences, sent to 1000's of contacts with a 70% open rate.
- Researched and coordinated remote events such as "Wine Tasting", "Ice Cream Making", and "Paint & Sip". Ensured items were delivered to each participant and collected data on participation. Resulted in significant conversions to sales.
- Developed and posted daily social media posts for Facebook and LinkedIn.
- Analyzed results of conferences to spot trends or assess the response to different products, presented to the Leadership Team.
- Improved the quality of the database by cleaning customer contacts in Netsuite, helping Sales and Marketing teams better target potential clients.

## **Digital Marketing Intern**

June 2020 - August 2020

### **Onpoint Success**

- Constructed social media content and email campaigns through Hootsuite/Mailchimp. Sent to 400 users/day with an average open rate of 55%.
- Created custom social media posts featuring testimonials, viral content, blogs, and informational graphics.

## **Digital Marketing Intern**

June 2019 - August 2019

### **Holiday Inn Express & Suites**

- Responded to reviews on social media and third party websites to promote brand loyalty and collect insightful ideas to satisfy customers.
- Analyzed click through rate for booking website and tested improvements to increase number of bookings; led quarterly presentations to share results.

## **Public Relations, Marketing, and Communications Intern**

June 2018 - August 2018

### **The Gabriel Institute**

- Researched marketing software solutions and presented results to the leadership team.
- Created the company's first press kit and added it as a new page on the company's website through Wix.
- Developed and posted daily tweets and Facebook posts to Company's social media platforms.
- Created blog content through Wordpress to increase SEO and inform customers about the company.

## **Instructional ParaProfessional**

September 2017 - April 2021

### **Skippack Elementary**

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