

Madhavi Patel

Chicago, IL 60607 • 267-421-9854 • Madhavip122@gmail.com
www.linkedin.com/in/madhavip93 • <https://madhavip93.github.io/>

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 and CRM.

EDUCATION

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

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

EXPERIENCE

Marketing Coordinator

FranklinCovey

August 2023 - Current

- 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

excelerateds2p

January 2023 - August 2023

- 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.