



HELLO, I AM

# Pratham Patel

Digital Marketing Intern @ Spinnaker Analytics

Specializing in performance marketing, customer acquisition, and conversion optimization.

## CORE SKILLS

SEO & SEM

Analytics

Social Media

Strategy

## Spinnaker Analytics

Digital Marketing Intern

Aug 2025 - Present

- Specializing in Digital Marketing & Analytics.
- Executing strategies for performance marketing and customer acquisition.
- Contributing to innovative marketing strategies for business growth.

## Key Projects

Strategy & Execution

### FinSmart GTM Strategy

Developed comprehensive digital marketing strategy for Fintech startup.

### Beyoung SEM Campaign

Managed ₹1.8L budget for D2C fashion brand.

### Practo SEO Strategy

End-to-end SEO strategy for healthcare platform.

## Marketing Stack

Ads

GA4

SEO

SEM

## Certifications

Google Ads Measurement

Google Video Ads

Google Display

Digital Marketing (Persevox)

## Languages

English

Hindi

Gujarati

Odia

## Master Diploma

Digital Marketing & Analytics

Boston Institute of Analytics

Mar '25 - Present

## Bachelor's (BCA)

Computer Applications

Manipal University Jaipur

2024 - Present

## Diploma

Computer Science & Eng.

Bhubanananda Odisha School

2020 - 2024

## Credentials



Measurement



Video Ads



Display Ads



Search Ads



Digital Garage

## Details

Ahmedabad

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IN India



Portfolio  
LinkedIn



Portfolio  
PORTFOLIO