

Priyank Patel

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CORE COMPETENCIES

- **Retail Media & Growth:** Amazon Ads · Walmart Connect · Roundel Ads · Paid Search (PPC) · SEO
- **Analytics & Reporting:** Performance Reporting & Insights · Google Analytics (Report Review) · Excel-Based Analysis · KPI Tracking (ROI, ACOS, CTR, CPC)
- **Client & Project Management:** Budget Management · Cross-Functional Collaboration · Ad Operations · Performance Reporting

Professional Experience

Rithum (formerly ChannelAdvisor) — Morrisville, NC (Remote)

Retail Media Account Manager | September 2021 – February 2025

- Managed client portfolios with annual budgets of \$60K–\$250K, achieving performance goals across ROI, ACOS, CTR, and CPC reaching annual ad revenue goals upwards of \$2.5M.
- Increased ROI by \$3-5 for a variety of CPG clients within cosmetic, beauty, cleaning, apparel, and other categories using data analysis, keyword research, and SEO strategies.
- Leveraged Retail Media technology to track, analyze, and report campaign performance using Google Analytics dashboard to provide insights based on key findings to clients.
- Connected with 8-12 clients on a bi-weekly or weekly basis to share progress on marketing plans and critical metrics from the previous month.
- Adjust relevant creative assets for clients to meet the technical specification requirements of platform campaigns.
- Collaborate with associated internal and external contract stakeholders to gauge client retention and renewals.

SMT Inc. — Durham, NC (Hybrid)

Project Administrator | Feb 2020 – May 2021

- Managed 20–40 weekly Jira tickets across a 10-person development team.
- Collaborated with developers, engineers, and QA to execute a variety of project deliverables for executive review.
- Attend meetings and effectively communicate scopes and timelines for project goals with team members.
- Updated dashboards to visualize project progress and risk, empowering stakeholders with data-driven insights.
- Facilitated sprint planning, backlog refinement, and roadmap alignment in Jira.

Rutland Products — Chapel Hill, NC (Hybrid)

Customer Support Specialist | May 2017 – Feb 2020

- Processed 25–150 daily customer inquiries across email, phone, and social media.
- Processed purchase orders up to \$100K using EDI and CSV formats.
- Utilized a variety of technology to provide product or service information to assist customers with troubleshooting as.
- Updated processes as needed by documenting common issues, procedures, and resolutions.
- Maintained and optimized 500+ SKUs and product listings for Amazon, Ace Hardware, and company websites helping to enhance sales volume by 10-25% across multiple platforms.
- Appealed 10-20 chargebacks daily for the organization with Amazon, Ace Hardware, Tractor Supply, and additional partners to remove and reduce fees for revenue protection.

Education

- Master of Science in Information and Cybersecurity Technology – East Carolina University
- Bachelor of Arts in Communications & Asian Studies – UNC-Chapel Hill