

# Nidhi Patel

E-commerce & Digital Marketing Strategist

## About Me!

I started my career by working for a startup that used to sell exotic plants but soon my "first job" turned into a Passion Project!!

Well there has been no turning back since! Digging into "Why not?" has been the dearest task to me.

I always have a zillion questions about the product, for the stakeholders and myself!

The courage to question everything has helped me deliver the most impactful work.

I always look forward to working with growing companies, it makes me feel that I am part of something that is on its way of becoming something great!!!



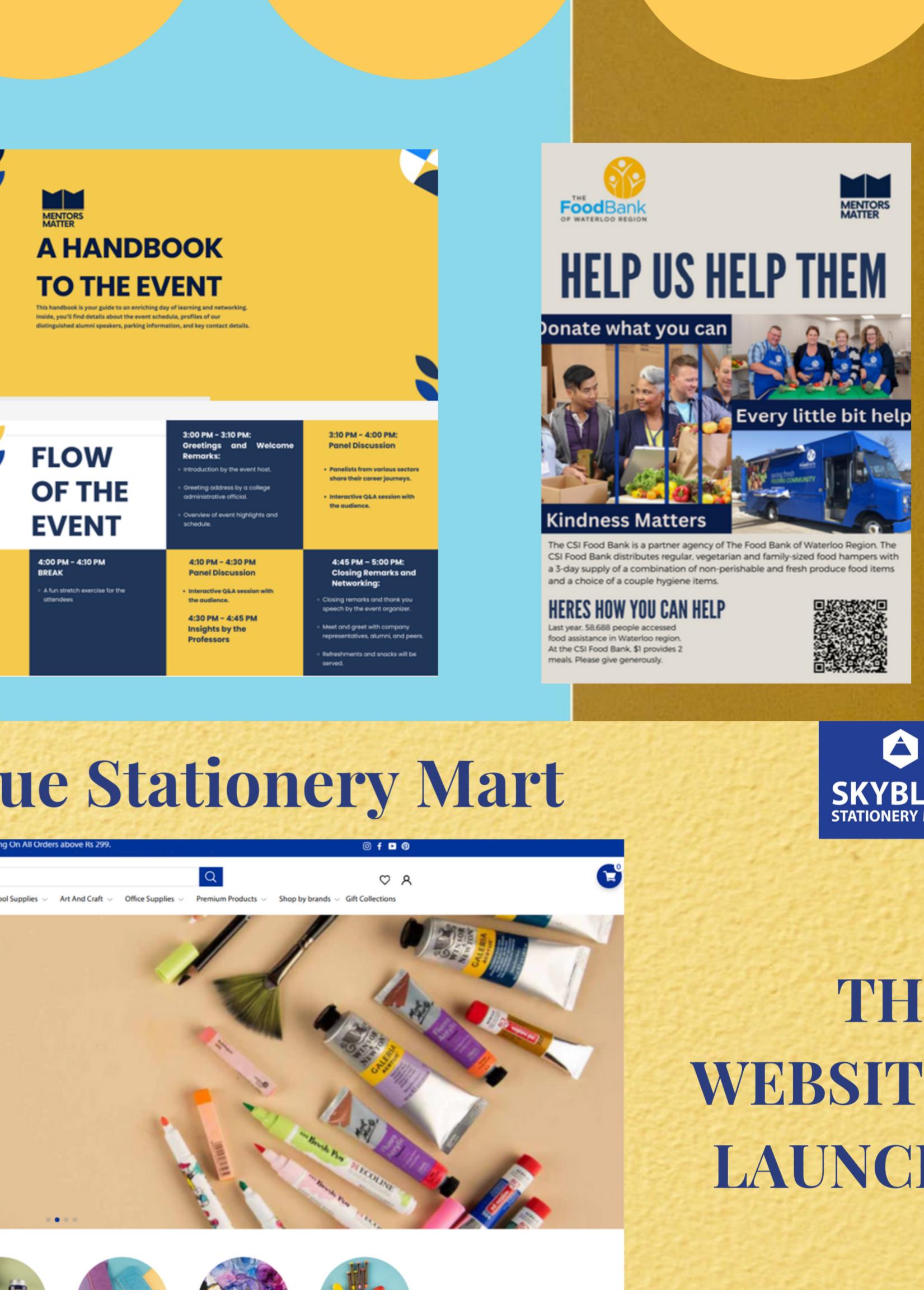
## Project: Mentors Matter

**Role:** Event Manager

**Location:** Canada

### Description:

Mentors Matter was a student-led alumni event aimed at providing career guidance to current students. I led the end-to-end event execution—from collaborating with the Alumni Team to secure 4 diverse industry professionals, to managing social media campaigns, setting up Eventbrite/Google Form registrations, and designing promotional materials.



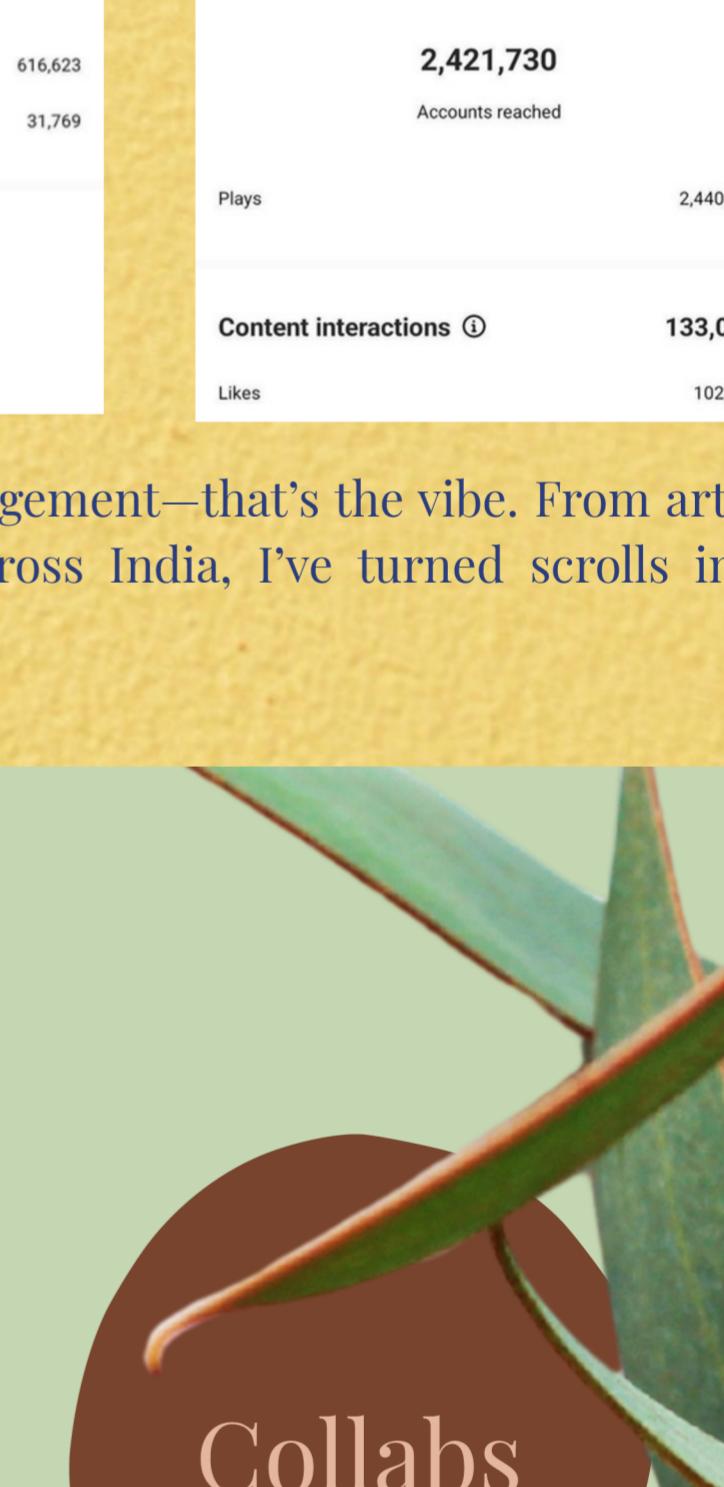
## Highlights Of the Event

A to Z Visual Design

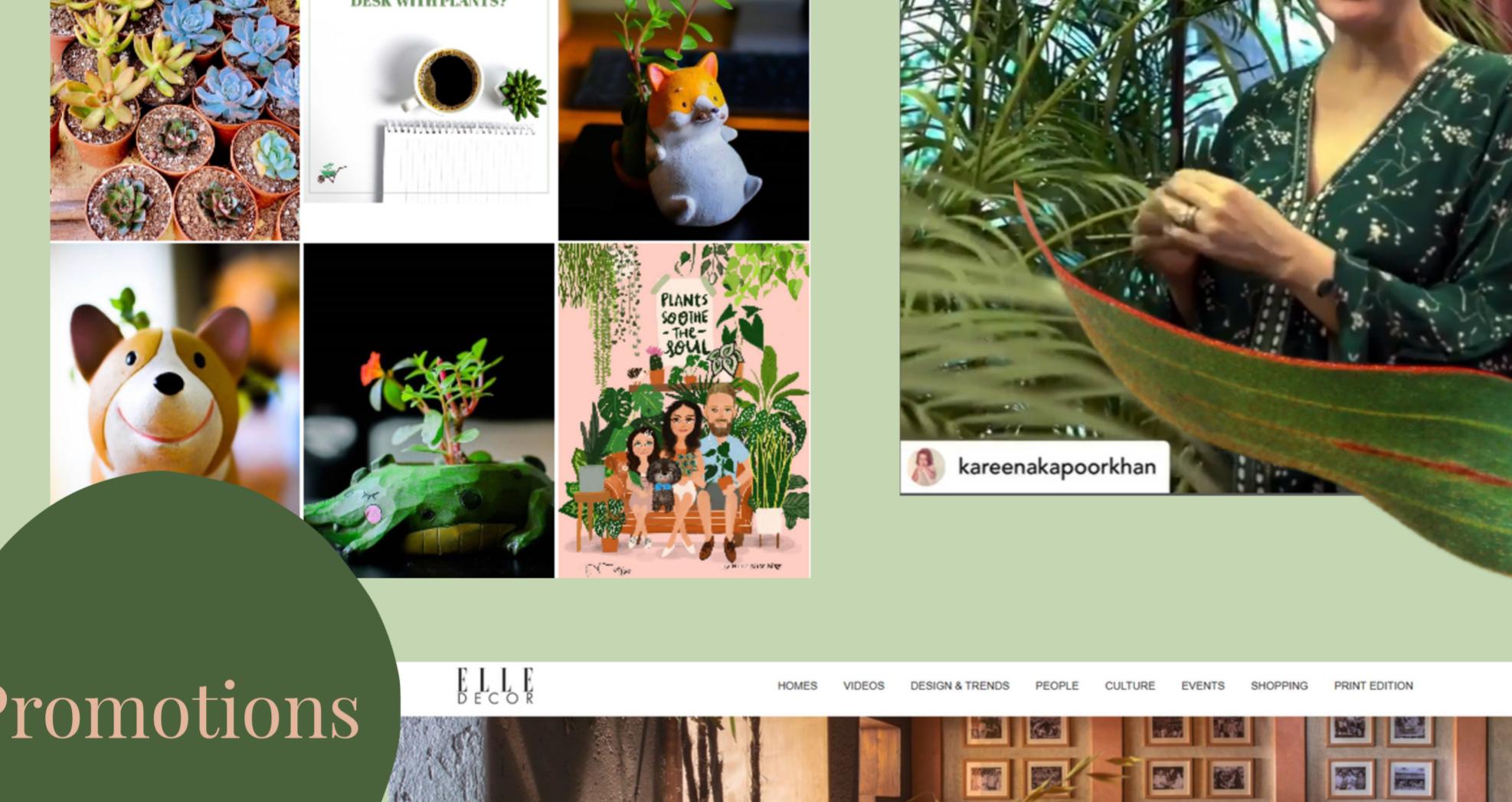
Collaborations with 10+ Businesses

200+ student registrations

Digital Promotions



## Project: Skyblue Stationery Mart



SKYBLUE STATIONERY MART

THE WEBSITE LAUNCH

My routine as an ecommerce Project Manager at Skyblue Stationery included tasks such as hiring like minded candidates to the team, co-ordination with development team in regards to stakeholders expectations in terms of website design and features for the online store, quality check for the content that goes on the website and on different market places, co-ordination with marketing and graphic design team, preparing reports and presentations, making sure the operations go smooth and off course customer satisfaction!

## Numbers Don't Lie!



Creating scroll-stopping content for stationery lovers and turning ideas into engagement—that's the vibe. From artist giveaways with brands like Camlin and Brustro to Insta Lives with artists across India, I've turned scrolls into engagement and ideas into numbers.



Hi, this is myBageecha support—how can I help?

Content Creation

Collabs

Promotions



### Amateur Painter

Back in my school days I used to be that kid who helps completing drawing books to the fellow classmates, well now as an adult I paint to find an escape from the monotony. Painting works just like meditation for me, it takes me to a different world and I enjoy every bit of it!

Nutri-curious

When not working on interesting projects, I can be caught reading on "What's happening on the inside of a human body?". Books/ podcasts that talks about inter relationship of food, mind and body has always fascinated me

Gardening Therapy

Love for the greens came naturally to me at a very young age, and ever since, gardening has not just been a hobby but a morning routine—and let's be honest, it's also the cheapest form of therapy out there!

LET'S CONNECT!

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