

DHRUVIN GHEEWALA

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United States

Summary

Enthusiasm for driving impactful digital marketing strategies is demonstrated through proven achievements in increasing engagement and revenue. With a strong background in social media optimization and market research, a commitment to utilizing innovative tools and trends is evident. Passion for creating compelling content uniquely aligns with the mission to enhance brand visibility and connect with target audiences effectively. Comprehensive skills in analytics and strategy development are effectively leveraged to seek continual growth and improvement.

Experience

Digital Media & Marketing Creator | Coach Bouf Enterprises LLC

Trumbull, CT

- Developed and executed strategic content plans, enhancing brand visibility and engagement across digital platforms.
- Managed and curated social media content, driving audience growth and fostering meaningful community interactions.
- Analyzed marketing data and campaign performance metrics to optimize strategies and improve conversion rates.

09/18/2024 – Present

Sacred Heart University, Digital MKT Capstone Project

Fairfield, CT

AI-Powered Market Research | Bigelow Benefits

09/01/2024 – 12/01/2024

- Leveraged AI-driven analytics to uncover consumer trends, optimize market segmentation, and refine competitive positioning in the wellness tea industry.
- Implemented AI-powered sentiment analysis to enhance campaign messaging, boosting engagement for the 'Blend Well with Bigelow' initiative.
- Applied predictive modeling and automation tools to generate data-driven insights, guiding product differentiation and strategic retail alignment.

Sacred Heart University, Social Media Marketing

Fairfield, CT

Social Media Audit | Content Strategy for Toyota

01/01/2024 - 03/01/2024

- Conducted a competitive social media audit of Toyota against Hyundai and Kia, revealing actionable insights to achieve a 20% performance increase across all platforms.
- Formulated a strategic social media playbook, including targeted content strategies and hashtags, to drive a 15% improvement in lead generation and conversion rates on Instagram and Facebook.

Sacred Heart University, Social Media Marketing

Fairfield, CT

Sukent Social Media Marketing | Buhi Backpack

01/01/2024 - 03/01/2024

- Optimized social media marketing strategy by tracking KPIs, conducting demographic targeting, and analyzing data, resulting in 121K engagements, 9K conversions, and \$405K revenue.
- Leveraged influencer partnerships and ad campaigns, creating compelling content and managing a budget of \$15K which led to a 21% increase in conversions through 3 key social media influencers.

Creative Marketing Analyst | MN Soft Tech

Surat, GJ, IN

- Developed digital assets (posters, banners) adhering to brand guidelines, enhancing visual marketing.
- Identified emerging trends and consumer preferences to optimize marketing strategies, enhanced campaign effectiveness by 15% and utilized tools like Google Analytics to track campaign performance by 10%.
- Executed marketing campaigns, resulting in a 20% increase in client engagement and brand visibility.

06/01/2022 - 06/30/2023

Customer Experience Intern | Stanza Living

Pune, MH, IN

- Analyzed customer feedback via surveys and social media to inform content strategy.
- Escalated survey response rates by 30% engagement increase in online forums via proactive content and community management.
- Improved customer retention through targeted email campaigns and performance tracking.

01/01/2022 – 05/30/2022

Education

Sacred Heart University, Jack Welch College of Business & Technology

Fairfield, CT

Master of Science | Major: Digital Marketing

09/05/2024 – 12/14/2024

Relevant Coursework: Social Media Marketing, Digital Marketing

Savitribai Phule Pune University, Indira College of Commerce & Science Bachelor of Business Administration

Pune, MH, IN

| Major: Marketing

06/06/2019 – 05/22/2022

Certification

Stukent Social Media Marketing Certification | Stukent Digital Marketing Certification | Hootsuite Social Media Marketing Certification | HubSpot Content Marketing Certification | Internshala Digital Marketing Certification | LinkedIn Master Digital Marketing Certification | Google Analytics Certification | MBTN Module Badges

Skills

Key Skills: Social Media Strategy & Management | Content Marketing & Strategy | Search Engine Optimization | Search Engine Marketing | Email Marketing & Automation | Marketing Analytics & Reporting | Behavioral Analysis & A/B Testing | AI-Powered Marketing Tools | Lead Generation | Data-Driven Decision Making | Problem-Solving & Critical Thinking | Time Management & Organization | Influencer & Partnership Marketing | Graphic Design & Visual Content Creation

Technical Skills: Hootsuite | HubSpot | Buffer | Sprout Social | Google Analytics | Rival IQ | Search Engine Optimization | Mailchimp | WordPress | Figma | Adobe Photoshop | Adobe Illustrator | Canva | Microsoft Suite | SQL | AI-Powered Mar Tech