

# DHRUVIN GHEEWALA

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Arlington, TX

## Summary

**Detail-oriented Digital Marketing Specialist with 2+ years of experience in SEO strategy, content optimization, and analytics. Proven track record of improving organic performance, leading cross-platform campaigns, and delivering measurable growth in traffic and conversions. Strong foundation in on-page and off-page SEO, technical audits, and keyword research. Certified in Google Analytics, HubSpot, and SEO platforms.**

## Experience

### Digital Media & Marketing Creator | Coach Bouf Enterprises LLC

Trumbull,

CT

09/18/2024 –

Present

- Developed and executed strategic content plans, enhancing brand visibility and engagement across digital platforms.
- Managed and curated SEO, 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.

### 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, search engine, 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, Marketing Strategies

Fairfield, CT

### Digital Marketing Audit | Content Strategy for Toyota

01/01/2024 –

03/01/2024

- Conducted a competitive digital market 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, IN

06/01/2022 –

06/30/2023

- 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.

### Customer Experience Intern | Stanza Living

Pune, IN

01/01/2022 –

05/30/2022

- 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.

## Education

### Sacred Heart University, Jack Welch College of Business & Technology

Fairfield, CT

Master of Science | Major: Digital Marketing

09/05/2024 –

Relevant Coursework: Social Media Marketing, Digital Marketing

12/14/2024

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

Pune, 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