

# JIGAR PATEL

Greater Toronto Area, Ontario

**Phone:** 416-457-5296 | **Email:** [connectjigar92@gmail.com](mailto:connectjigar92@gmail.com)

---

## SUMMARY

Digital Marketing Professional with over 6 years of experience. Expertise in developing and coordinating marketing materials, managing external and internal communications, and optimizing digital campaigns across various platforms. Proven track record in delivering consistent brand messaging, executing marketing projects, and managing cross-functional teams to achieve business goals.

---

## SKILLS AND QUALIFICATIONS

- **Content Creation & Management:** Proficient in producing marketing materials such as brochures, flyers, product videos, and social media publications.
  - **Project Management:** Experienced in coordinating photo and video shoots with external agencies, ensuring clear briefs and timely project completion.
  - **Email Marketing & CRM:** Adept in designing and executing email campaigns using tools like Klaviyo, and Mailchimp.
  - **Digital Advertising & Campaign Management:** Expertise in managing programmatic campaigns, Google paid search ads, and social media content strategies.
  - **Performance Tracking & Data Analysis:** Skilled in tracking KPIs, monitoring campaign performance using Google Analytics, and generating reports.
  - **Communication & Collaboration:** Strong communicator, adept at managing both internal and external communications to ensure consistent messaging across channels.
- 

## PROFESSIONAL EXPERIENCE

### Brand Engagement & Marketing Manager

*Mossify | January 2024 – Present*

- Drive increased email engagement and customer retention through targeted campaigns in Klaviyo.
- Plan and manage Meta ad campaigns, optimizing audience targeting, budget allocation, and creative content to maximize return on investment.
- Create and oversee the production of marketing materials such as brochures, social media content, and product videos to boost brand visibility.
- Collaborate with external agencies for photo and video shoots, ensuring projects meet high-quality standards and align with brand goals.
- Work closely with internal teams to ensure marketing initiatives are executed on time and align with broader business strategies.

## **Marketing & Communication Assistant**

*Club Ceramic | October 2023 – Present*

- Oversee the creation of digital marketing materials, including graphics and content tailored for social media and advertisements.
- Ensure consistency in messaging across all channels, including social media and email, to strengthen brand identity.
- Monitor and analyze campaign performance using Google Analytics, providing insights that lead to measurable improvements in effectiveness.

## **Editor/Content Strategist**

*Wallstreet Mojo | January 2020 – September 2023*

- Led the creation and optimization of SEO-driven digital content, increasing organic traffic and improving search rankings for key financial topics.
- Developed content marketing strategies that aligned with brand goals and enhanced online visibility across multiple platforms, contributing to increase in lead generation.
- Managed social media content, email newsletters, and website publications, ensuring consistent brand messaging and audience engagement.
- Analyzed performance metrics using Google Analytics, identifying opportunities for content optimization and audience growth.
- Collaborated with marketing teams to align content strategy with ongoing digital campaigns, supporting conversion goals through tailored content initiatives.

## **Marketing Research Associate**

*Market Intelligence Centre, AAU | November 2017 – December 2019*

- Researched consumer behavior, preferences, and perceptions in the retail industry to guide marketing and branding strategies.
- Collected, cleaned, and analyzed consumer data to identify trends and insights that shaped brand positioning and campaign decisions.
- Produced reports on market segmentation and consumer trends, supporting marketing efforts with actionable insights.
- Presented data-driven recommendations to improve brand engagement and align marketing strategies with consumer needs.
- Developed and executed surveys and data collection tools to optimize the understanding of consumer behavior for branding initiatives.

---

## **EDUCATION**

### **Master of Business Administration (Marketing)**

*Navsari Agricultural University | 2014 – 2016*

*(WES – Canadian Equivalency – Master's Degree)*

---

## CERTIFICATIONS

- Google Ads Certification
- HubSpot Content Marketing Certification
- SEO & Digital Marketing

---

## TOOLS & TECHNOLOGIES

- **Content Creation & Design:** Canva, Adobe Creative Suite
- **Project Management:** Trello, Slack, Salesforce
- **Email Marketing & CRM:** Klaviyo, Mailchimp
- **SEO & Analytics:** Google Analytics, Google Tag Manager, SEMrush, UberSuggest
- **Advertising Platforms:** Google Ads, Meta Ads Manager
- **Website Platforms:** WordPress, Shopify
- **Data Visualization & Reporting:** Tableau, Microsoft Excel, PowerPoint