

# JIGAR PATEL

Greater Toronto Area, Ontario

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## Professional Summary:

Experienced Digital Marketing Professional with over 6 years of expertise in crafting and executing result-driven strategies across SEO, social media, content creation, email marketing, paid advertising, and e-commerce optimization. Adept at leveraging data analytics, CRM systems, influencer partnerships, and affiliate marketing to enhance brand visibility and drive business growth. Skilled in website management and staying ahead of digital trends to deliver innovative, measurable results.

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## Skills & Qualifications

- **Digital Marketing Strategies:** Over *6 years* of experience in developing and executing comprehensive marketing strategies across various platforms to achieve business goals and drive growth.
  - **Social media and Influencer Marketing:** More than *4 years* of managing social media campaigns and collaborating with influencers to boost engagement and enhance brand visibility.
  - **SEO and Content Marketing:** Over *6 years* of expertise in creating SEO-optimized content and implementing strategies to increase organic traffic and improve search rankings.
  - **Email Marketing and CRM:** *3+ years* of experience in designing and executing email marketing campaigns while leveraging CRM tools to nurture leads and retain customers.
  - **Paid Advertising and E-commerce Optimization:** *4+ years* of managing Google Ads and Meta campaigns, along with optimizing product listings to improve online shopping experiences and drive sales.
  - **Analytics and Reporting:** *6+ years* of tracking KPIs, analyzing campaign performance using Google Analytics, and delivering actionable insights to enhance marketing effectiveness.
  - **Web Design and Maintenance:** *3+ years* of experience in managing WordPress and Shopify websites, ensuring mobile responsiveness, user-friendliness, and conversion optimization.
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## PROFESSIONAL EXPERIENCE

### Brand Engagement & Marketing Manager

*Mossify | January 2023 – Present*

- Developed and executed comprehensive digital marketing strategies to enhance brand visibility and drive sales growth.
- Managed and optimized Meta ad campaigns, focusing on audience targeting, budget allocation, and creative content to maximize ROI.
- Designed and launched email marketing campaigns in Klaviyo, increasing engagement and retention rates.
- Collaborated with external agencies on photo and video shoots to ensure high-quality marketing materials align with brand goals.
- Oversaw the creation of social media content and product videos, strengthening brand messaging across platforms.

- Monitored campaign performance using Google Analytics, generating actionable insights to improve marketing effectiveness.

## **Content Strategist/Editor**

***Wallstreet Mojo | January 2020 – December 2022***

- Led the creation and optimization of SEO-driven digital content, increasing organic traffic and search rankings.
- Developed and implemented content marketing strategies aligned with brand goals, contributing to lead generation and audience growth.
- Managed email newsletters and website publications, ensuring consistency in brand messaging and audience engagement.
- Collaborated with marketing teams to align content strategy with ongoing digital campaigns, supporting conversion goals.

## **Marketing Research Associate**

***Market Intelligence Centre, AAU | November 2017 – January 2020***

- Conducted research on consumer behavior, preferences, and perceptions to guide marketing and branding strategies.
- Analyzed data trends and presented actionable insights to improve brand engagement and campaign performance.
- Produced detailed reports on market segmentation and consumer trends, supporting strategic marketing decisions.

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## **Education**

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

Navsari Agricultural University | 2014 – 2016

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

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## **Certifications**

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

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## **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