

# Fakeha Patel

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## Professional Summary

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Passionate and results-driven marketing professional with expertise in digital storytelling, consumer engagement, and brand strategy. Strong background in content creation, market research, and executing high-impact marketing campaigns. Adept at leveraging data-driven insights to enhance customer experiences and drive brand growth.

## Skills

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Google Ads	Google Analytics
SurveyMonkey	Adobe Express
Sitemap & UX Design	Microsoft Office Suite
Business Development	Digital Storytelling
Web Design	UX Optimization
InShot	Consumer Behavior
Brand Management	Campaign Development
Paid Media Campaigns	Public Speaking
Persuasive Messaging	Audience Interaction
Google AdWords & Analytics	SEO

## Experience

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### IELTS Tutor & Communication Coach

*Kanan.co, Vadodara, India*

*January 2022 – August 2024*

- Conducted individual and group coaching sessions, improving persuasive communication and content delivery.
- Developed interactive learning materials, simplifying complex concepts and enhancing audience engagement.
- Built strong relationships with students, tailoring strategies to enhance customer engagement and personalized marketing.
- Delivered high-impact presentations, improving storytelling and public speaking skills crucial for marketing and brand communication.

### Assistant English Teacher

*St. Francis School, Jetpur, India*

*January 2017 – December 2022*

- Designed and delivered engaging lessons, refining communication and messaging skills essential for marketing.
- Adapted content to different learning styles, mirroring targeted messaging for diverse consumer segments.
- Led extracurricular programs, developing expertise in event coordination and audience engagement.

- Integrated visual and written content into lessons, building direct applications for content marketing and digital advertising.

## Key Strengths

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- **Exceptional Communication & Storytelling:** Ability to craft engaging narratives that build brand identity.
- **Consumer-Centric Approach:** Skilled in understanding audience needs and tailoring messaging for maximum impact.
- **Creative Problem-Solving:** Proven ability to adapt content and messaging for diverse audiences.
- **Tech & UX Focused:** Hands-on experience in web design, UX, and digital content creation to enhance user engagement.

## Certifications

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- Google Ads Certification
- Google Analytics Certification

## Education

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**Yeshiva University, Katz School of Science and Health**, New York, NY

*Master of Science in Digital Marketing and Media, Expected May 2026*

**Shree G.K. & C.K. Bosamia Arts and Commerce College**, Jetpur, Gujarat

*Bachelor of Business Administration (BBA), December 2019*