

Fakeha Patel

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Professional Summary

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

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

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

- **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

- Google Ads Certification
- Google Analytics Certification

Education

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