

Mayur Patil

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[LinkedIn Profile](#) | [Portfolio Website](#)

PROFESSIONAL SUMMARY

Analytical BBA Marketing student with a strong aptitude for data analysis and digital tools. Proficient in **Advanced Excel** (Pivot Tables, Dashboards) and **AI-driven marketing workflows**. Demonstrated ability to execute creative strategies backed by analytical insights through comprehensive academic projects. Seeking a Digital Marketing Internship to leverage technical skills and optimize campaign performance.

EDUCATION

KBC North Maharashtra University

Bachelor of Business Administration (BBA) – Marketing

Jalgaon, MH

Expected 2025

- College: SSBT Arts, Commerce and Science College, Bambhani
- Current CGPA: **8.27** (High distinction in 1st & 2nd Year)

Higher Secondary School (12th Grade)

State Board of Maharashtra

Jalgaon, MH

Completed

- Percentage: **80.30%**

PROJECT EXPERIENCE

Social Media Marketing Strategy | Focus: Content Strategy

Academic Project

- Developed a data-backed 30-day content calendar for a sustainable clothing brand targeting Gen Z.
- Conducted competitive analysis of 3 major brands to identify and capitalize on engagement opportunities.
- Designed mock creative assets using Canva, ensuring strict adherence to visual brand identity.

Digital Marketing Performance Analysis | Focus: Campaign Analysis

Data Analysis

- Cleaned, processed, and analyzed a raw dataset of 1,000+ campaign entries to evaluate ad efficacy.
- Utilized **Advanced Excel** (Pivot Tables, Slicers) to segment ROI by age group and region.
- Built a dynamic dashboard to visualize Cost Per Click (CPC) vs. Conversion Rate trends.

AI Agents in Marketing Automation | Focus: Workflow Automation

AI Implementation

- Designed a multi-agent workflow using Gemini/ChatGPT to automate SEO keyword research and outlining.
- Successfully reduced content production time by **40%** in simulations by leveraging AI for drafting.

Brand Strategy Presentation | Focus: Brand Strategy

Pitch Deck

- Formulated a rebranding strategy and created a professional 10-slide pitch deck for a local business.
- Conducted SWOT analysis and utilized Master Slides to deliver a persuasive, high-impact presentation.

TECHNICAL & PROFESSIONAL SKILLS

Digital Marketing: Social Media Strategy, Content Planning, Competitor Analysis, SEO Basics, A/B Testing Concepts

Data Analysis: Advanced Excel (VLOOKUP, Pivot Tables, Conditional Formatting, Dashboards)

Tools & AI: ChatGPT (Prompt Engineering), Gemini, Microsoft PowerPoint, Canva, Google Workspace

Soft Skills: Strategic Thinking, Presentation Delivery, Research, Adaptability, Communication

CERTIFICATIONS

Advanced Excel using AI: Specialized Certification in AI-driven Spreadsheet Analysis

Google Digital Garage: Fundamentals of Digital Marketing

Microsoft Excel: Excel Skills for Business (Coursera)