

# 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

<b>KBC North Maharashtra University</b> <i>Bachelor of Business Administration (BBA) – Marketing</i> <ul style="list-style-type: none"><li>College: SSBT Arts, Commerce and Science College, Bambhori</li><li>Current CGPA: <b>8.27</b> (High distinction in 1st &amp; 2nd Year)</li></ul>	Jalgaon, MH Expected 2025
<b>Higher Secondary School (12th Grade)</b> <i>State Board of Maharashtra</i> <ul style="list-style-type: none"><li>Percentage: <b>80.30%</b></li></ul>	Jalgaon, MH Completed

## PROJECT EXPERIENCE

<b>Social Media Marketing Strategy</b>   <i>Focus: Content Strategy</i> <ul style="list-style-type: none"><li>Developed a data-backed 30-day content calendar for a sustainable clothing brand targeting Gen Z.</li><li>Conducted competitive analysis of 3 major brands to identify and capitalize on engagement opportunities.</li><li>Designed mock creative assets using Canva, ensuring strict adherence to visual brand identity.</li></ul>	Academic Project
<b>Digital Marketing Performance Analysis</b>   <i>Focus: Campaign Analysis</i> <ul style="list-style-type: none"><li>Cleaned, processed, and analyzed a raw dataset of 1,000+ campaign entries to evaluate ad efficacy.</li><li>Utilized <b>Advanced Excel</b> (Pivot Tables, Slicers) to segment ROI by age group and region.</li><li>Built a dynamic dashboard to visualize Cost Per Click (CPC) vs. Conversion Rate trends.</li></ul>	Data Analysis
<b>AI Agents in Marketing Automation</b>   <i>Focus: Workflow Automation</i> <ul style="list-style-type: none"><li>Designed a multi-agent workflow using Gemini/ChatGPT to automate SEO keyword research and outlining.</li><li>Successfully reduced content production time by <b>40%</b> in simulations by leveraging AI for drafting.</li></ul>	AI Implementation
<b>Brand Strategy Presentation</b>   <i>Focus: Brand Strategy</i> <ul style="list-style-type: none"><li>Formulated a rebranding strategy and created a professional 10-slide pitch deck for a local business.</li><li>Conducted SWOT analysis and utilized Master Slides to deliver a persuasive, high-impact presentation.</li></ul>	Pitch Deck

## 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)