

Dhruti Patel

Digital Marketing Specialist

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EXPERIENCE

Dimerse, Remote - Junior SEO Associate

March 2024 - April 2024

- Handled SEO for Clients of the Company
- Worked on On-Page, Off-Page and Technical SEO
- Wrote more than 20 blogs and prepared 15 documents and 13 PPTs in a month
- Worked on Google My Business to rank it.

Excelerate, Remote - Digital Marketing Project Co-ordinate

July 2023 - March 2024

- Looked after new cohorts and their digital marketing work.
- Created presentations and looked after Digital Marketing activities.
- Created Customer Persona.
- Worked with people globally as a team
- Prepared Microsoft Clarity reports.

BazaarX.Co, Remote— Digital Marketing Freelance Partner

March 2023 - June 2024

- Created Google Listings, Google Websites, SEO's, Ran Google and Facebook Ads, and provided with all the other Digital Marketing Services.
- Conducted Google Analysis.

Excelerate, Remote - Digital Marketing Virtual Intern

June 2023 - July 2023

- Created Social Media Analysis
- Improved communication, team player skills
- Created and Presented Presentations.

EDUCATION

Bachelor Of Business Administration (Marketing) – K.L.E's K.F.Patil Institute Of Business Administration, Ranebennur

June 2019 - January 2023

Developed Marketing, Communication, Business Administration, Leadership, Human Resource, International Business, Microsoft Skills

Senior Secondary (XII) (Commerce) , Ranebennur—Raj Rajeshwari Arts and Commerce College of Girls (State Board)

July 2017 - March 2019

Learned deeply about Political Science, Economics, Accounting, Business Studies and also learnt many practical skills.

Secondary (X) , Ranebennur—Nittur Central School (Central Board)

Year of Completion : 2017

PROJECTS

A Study on Customer Retention Strategies At Vishal Mega Mart — Ranebennur

August 2022 - January 2023

Conducted ground and detailed research about the ways that are used to retain customers and the effectiveness of the strategies at Vishal Mega Mart.

SKILLS

- Digital Marketing (SEO, Google Analytics, Google Listing, Social Media and Google Campaigns, Website Creation, Canva etc)
- Research (Marketing)
- Content Writing
- Microsoft Office Skills
- Accounting
- Critical Thinking

- Adaptability
- Client Interaction

TRAININGS

- **Digital Marketing Certification Course- Great Learning App** (January 2023-February 2023)
- **Digital Marketing Certification Course- Google Garage** (March 2023- April 2023)

AWARDS

- Awarded as the Best Manager in the year 2021 among 100 students in college level Business Management Competition organized by K.L.E Institution.
- Secured 2nd rank in District Level Mock Parliament Competition and represented my district in State Level Mock Parliament Competition held in Bangalore.

LANGUAGES

- English
- Hindi
- Gujarati
- Kannada

POSITIONS OF RESPONSIBILITY

- Lead the team of 100 students to conduct the management fest in the college for 2 consecutive years.(2020-2021 and 2021-2022)
- Judged the Best Manager Competition 2 times after passing out from college.(2022)
- Lead the team of 15 as a Project Co-ordinate (2023)