

## Digital Marketing Associative

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**Prayosha Patel**

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## Skills

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- Search Engine Optimization expertise
  - Keyword Optimization
  - Social Media Marketing (Facebook, Twitter, Instagram)
  - Advertising strategy and Analytics
  - Content & Blog writing
  - Email marketing, Newsletter creating & send-outs.
  - Amazon & eBay seller account handling

## Experience

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**Infinity Business Solutions/ Digital Marketing Associative**

AUGUST 2019 - PRESENT, AHMEDABAD

- Built, implemented, and updated effective SEO strategies
- Maximized strategic approaches by keeping a close eye on performance and making appropriate adjustments.
- Helped clients develop website portal and social media pages to promote business.
- Monitored social media and online source for industry trends.
- Developed team communication.
- Submitted weekly reports outlining process.
- Maintained excellent attendance record, consistently arriving to work on time.

## Education

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**Aditya Silver Oak Institute of Technology (GTU)/ Bachelor of Engineering (Computer)**

Result: 6.90 CGPA.

2014 - 2018, AHMEDABAD

**Gyanda Girls high School (GSEB)/ HSC**

Result: 60%. (Science Stream A-Group)

2012 - 2014, AHMEDABAD

**SKUM School (GSEB)/ SSC**

Result: 93%

2012, AHMEDABAD