

# Raj Patel

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## PROFESSIONAL SUMMARY

Accomplished VP of Marketing with 17 years of progressive experience in Marketing. Demonstrated expertise in Social Media Marketing, Instagram, LinkedIn with a strong track record of driving innovation and delivering measurable business results.

## CORE COMPETENCIES

Social Media Marketing

Instagram

LinkedIn

Twitter

TikTok

Influencer Marketing

## PROFESSIONAL EXPERIENCE

### VP of Marketing | Best Buy

2016 - Present | Cape Town, South Africa

- Spearheaded marketing initiatives that delivered 44% improvement in operational efficiency
- Led cross-functional teams of 8 professionals across multiple high-impact projects
- Architected and implemented Social Media Marketing solutions resulting in \$258K annual cost savings
- Established best practices and mentored 4 team members, improving overall team productivity by 35%

### VP of Marketing | IBM

2014 - 2016

- Developed and maintained instagram applications serving 63K+ users
- Collaborated with product and design teams to deliver 16 major feature releases
- Optimized system performance resulting in 25% reduction in response time

## EDUCATION

### Bachelor of Science in Psychology

Sciences Po | 2003

## CERTIFICATIONS

- Facebook Blueprint Certified

## LANGUAGES

English | Russian