

Nick Patel

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Permanent Address:
1208 Montgomery Bell Rd.
Wesley Chapel, FL 33543

Objective

Seeking full time employment in marketing and paid advertising.

Education

DePaul University, Chicago, IL 2000-2004
Bachelor of Science in Computer Graphics & Animation 2004
Bachelor of Science in Human Computer Interaction 2004
Keller Graduate School of Business 2006-2008
MBA with Concentration in Marketing 2008
Harper College, Social Media Marketing Specialist Palatine, IL 2014

Experience

Club Z! Tutoring	Tampa, FL	2017-2022
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Director of Paid Search/SEO

- Implemented paid search strategy and Google, Bing, and Facebook campaigns for corporate and 300 franchise locations across the U.S. and Canada that increase system wide lead flow by 125%, and brought the cost per conversion down by 45%.
- Implemented corporate and multi-location franchise SEO program which increased lead flow system wide by 240%
- Worked with web developer to build a new site and rebrand the corporate and franchise sites to generate more leads and conversions.
- Managed a team of associates in paid search and SEO
- Developed training program for new employees in our department for Paid Advertising and SEO.
- Created KPI's, annual budget, and tactical plan development for client delivery.
- Managed campaign budgets, pacing, and bid adjustments.
- QA and overseeing trafficking of programs into various search and ad platforms.
- Client meetings to discuss campaign performance and reporting

Web River Group Tampa, FL 2016-2017

Search Engine Optimization Specialist

- Managed and developed the search engine optimization strategy for 4wheelonline.com
- Managed team of technical SEO specialists and backlink specialists.
- Technical SEO implementation
- Off Page SEO implementation including link building.
- Google Analytics, analysis recommendations, and reports.
- Google and Bing Webmaster tools analysis, recommendations, and reports.
- Web page copywriting for SEO.

Ignite Digital Agency Chicago, IL 2009-2016

Owner/CEO

- Paid Advertising: Google, Facebook, Instagram, and YouTube.
- Search Engine Optimization: Technical SEO, Off Page SEO, and PR.
- Graphic Design for marketing collateral and trade shows.
- Website design and development with e-commerce focus.
- Managed over 60 companies in multiple industries.

Brewer Investment Group, LLC Chicago, IL 2006-2009

Senior Graphic / Web Designer

- Creating and updating of all 5 CME Group websites
- Creation of all marketing and advertising for print and web
- Working with partners and affiliates on lead generation through email blasts, flash advertising, landing pages, corporate branding etc.
- Creating and running web analytics for online tracking and ROI
- Developed and implemented search engine optimization strategies to generate more visibility and increase lead flow.
- Managed a team of five people in the Internet Marketing department.

Invision Enterprises Palatine, IL 2005-2006

Graphic / Web design

- Involved in all aspects of design including package design & graphics
- Market and product researching, focus group, user studies
- Developed, launched and managed new website

Activities

Tampa Bay Wave Technology Member 2014-2017

www.tampabaywave.org

Pasco Smart Start Technology Incubator Member 2015-2017

<http://www.smartstartpasco.com/>

South Asian Student Association – event coordinator 2000-2010

Human Computer Interaction SIGCHI club member

<http://www.acm.org/sigchi/> 2003-2013

Schaumburg Chamber of Commerce Member (SBA) 2005-2013

Technical Skills

PPC: Google Search, Google Display, Facebook, LinkedIn

SEO: Ahrefs, SEMRush, Moz, Webmaster Tools, Google Analytics

CMS Systems: Wordpress, Joomla, wix.com, weebly.com

3D Graphics: Adobe Photoshop, InDesign, Illustrator, Maya, Flash, Dreamweaver, Rhinoceros

Email Marketing: Constant Contact, Mail Chimp

CRM: Salesforce, HubSpot

Windows: 98, 2000, ME, XP, NT, Vista, 7, Windows 8, Windows 10

Apple: all os versions

Mobile App Development: IOS & Android

MS Office: Word, Excel, Access, PowerPoint, Outlook Visio, Publisher

Languages: Java, Visual Basic, HTML, PHP, ASP