

Kajal Patel

214-415-8122; kajalpatel1203@gmail.com

<https://www.linkedin.com/in/kajal667>

U.S Citizen

Data-driven digital analyst specializing in web, email, and social media analytics. Skilled in graphic creation and trend analysis. Experienced in digital marketing. Recognized as a detail-oriented, hardworking and creative professional. Graduate of The University of Texas at Dallas with a Bachelor's degree in Marketing, along with a Masters in Business Administration from Texas Woman's University.

SKILLS

- *Technical:* Google Analytics, Tableau, HubSpot Social, HubSpot CRM, Microsoft Dynamics CRM, Microsoft Office, HootSuite, Facebook Business Suite, Salesforce, Canva, Adobe Photoshop, WordPress, Marketo, Lead Perfection, ReviewBuzz, Monday.com, Google My Business
 - *Languages:* Advanced English, Hindi, and Gujarati
-

PROFESSIONAL EXPERIENCE

Bentley Systems, Remote (Full-Time Contract)

September 2022-Present

Digital Marketing Specialist

- Manage the digital marketing for multiple brands including the following efforts:
 - Creation and execution of:
 - Emails, Landing Pages, Workflows and Blogs
 - Proofread and edit all content before publishing
 - Handling SEO, Paid Media, and Social Media
 - Tracking all efforts using GA4, and HubSpot Dashboards
 - Report on this data to team to improve efforts
- Collaborate with multiple teams such as sales, product managers and creative services
- Work in multiple platforms such as HubSpot, Wordpress, and Marketo to migrate content

Woodbridge Home Solutions, Addison, TX (Full-Time)

September 2020 - November 2021

Digital Marketing Specialist

- Consistently kept track of all digital marketing efforts using Google Analytics
- Increased lead flow by taking charge of all company digital efforts including (but not limited to) PPC, social media, email and reputation management.
 - Worked closely with and managed agencies for many digital efforts such as PPC and SEO.
- Played a critical role in a full rebrand and website redesign for the company, as well launching a new website from scratch
- Managed the digital presence and marketing of multiple branches and multiple products
- Created an interactive digital product brochure from scratch
- Directed all social media efforts by creating, running, and analyzing campaigns to generate ROI
- Developed majority of the company's creative assets including (but not limited to) email signatures, business cards, flyers, brochures and social media graphics
- Wore multiple hats by assisting in other departments when needed such as community relations, recruiting and production
- Collaborated with call center to ensure customer care and consistent branding

Norwex, Coppell, TX (3 Month Full-Time Contract)

July 2020 - September 2020

Web Content Specialist

- Collaborated with the Marketing team to deliver on-brand web content to generate website traffic
- Helped with providing digital solutions in order to best support SEO, Mobile-First, trending technology, UX, etc.
- Edited and converting images in PhotoShop
- Worked in Wordpress and Maxine to update website content using HTML code

- Worked with pressing deadlines (especially at the beginning of the month) to push new content live.

Mavenir, Richardson, TX (3 Month Full-Time Contract)

November 2019 - February 2020

Digital Marketing Specialist

- Brought on for website migration project (Drupal to WordPress)
- Developed social media posts and campaigns for events, blogs, news, etc.
- Prepared detailed monthly analytics reports for all digital marketing efforts
- Assisted with web development and ran QA on over 150 web pages

Conexus SG, Plano, TX (Part-Time During College)

September 2018 - June 2019

Marketing Associate

- Updated Microsoft Dynamics CRM by creating leads, accounts, contacts, and marketing lists
- Researched social media management tools to analyze best tracking and scheduling options for the company's website and social media platforms
- Designed event flyers and wrote invitation emails weekly to increase guest attendance at the events
- Drafted and published social media posts for the companies Facebook and LinkedIn Pages

Cornwell Jackson, Plano, TX (Full-Time Summer Internship)

May 2017 - August 2017

Marketing Intern

- Persuaded companies, by phone and email, to donate 20+ raffle items for charity golf tournament
- Created landing pages, using Wordpress, for downloadable articles on company website
- Generated a social media content calendar using HubSpot

EDUCATION

Texas Woman's University

May 2020 - May 2022

M.B.A., General Business

Cumulative GPA: 4.0

The University of Texas at Dallas

August 2015 - May 2019

B.S., Marketing

Capstone, UT Dallas

January 2019 - May 2019

- Presented 7-8 page marketing plan, with 3 team members, to increase company sales and reviews
- Conducted market research by distributing surveys to professionals through LinkedIn

ACADEMIC PROJECTS

Digital Marketing, UT Dallas

January 2018 - May 2018

- Spearheaded 2-week Google Adwords campaign for SweetMix with 3 group members; responsibilities included identifying keywords that increased web traffic and analyzing results at the end of campaign

LEADERSHIP AND ORGANIZATIONAL EXPERIENCE

UT Dallas Aaja Nachle and UT Dallas Awaazein

August 2017 - May 2018

- Liaised for 2 UTD-hosted competitions, welcoming out-of-state teams to Dallas, and coordinated with executive board and teams to ensure events were on track

ADDITIONAL INTERESTS & ACTIVITIES

- Health Enthusiast (especially heart health) - Supporter of the American Heart Association and their fundraisers, working out everyday, eating healthy
- Volunteering: Health fairs and 5K runs
- Culture and Family Oriented - Love to embrace my indian culture, and spend time with family
- Hobbies: Dancing, cooking, baking, attending social events, traveling, trying new foods