

SHAIL PATEL

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EXPERIENCE

Multimedia Marketing Specialist - Arizona State University

April 2024 – Present

Arizona, USA

- Collaborate with the EOSS marketing team to produce high-quality photography and videography content, aligning with ASU's brand direction to enhance digital storytelling and boost engagement by 40%.
- Develop compelling social media content and manage digital marketing initiatives, contributing to a 40% improvement in engagement metrics and a 15% increase in Instagram and YouTube followers.
- Support creative services and project management, successfully executing 20+ marketing campaigns that led to a 35% rise in student participation at events.

Business Consultant - Buqui Bichi Brewing

October 2024 – December 2024

Hermosillo, Mexico

- Developed a strategic market entry plan for Buqui Bichi Brewing, positioning the award-winning Mexican craft beer in Arizona's competitive landscape.
- Conducted in-depth market research to identify key customer segments in Phoenix, Tucson, and Flagstaff, crafting a compelling brand narrative that emphasized cultural authenticity and differentiation.
- Designed and proposed a targeted media strategy utilizing digital marketing, point-of-sale placements, and promotional initiatives to increase brand awareness, drive taproom traffic, and influence purchasing decisions across retail outlets.

Digital Marketing Manager - Spectrum Wealth Management Pvt. Ltd

January 2022 – July 2023

Ahmedabad, India

- Developed and executed data-driven marketing strategies, generating over \$124,000 in revenue and optimizing campaigns to reduce cost per acquisition by 12%.
- Led and mentored a team of four marketing specialists, driving high-impact initiatives and fostering a culture of continuous improvement.
- Conducted in-depth market analysis, leading to the launch of a new product line that generated \$500,000 in sales within its first quarter.

Digital Marketing Intern - Viscon Automation

May 2021 – December 2021

Gandhinagar, India

- Optimized PPC campaigns by analyzing keyword performance, refining ad copy, and adjusting bidding strategies, leading to a 5% increase in click-through rates and improved ad relevance. Developed a social media strategy, increasing engagement by 30%, driving 20% more website traffic through targeted content and ads.

PUBLICATIONS

Pactum AI Case Study – Digital Transformation in Contract Negotiations

November 2024

- Conducted an in-depth analysis of Pactum AI's impact on contract negotiations, exploring its ability to automate low-value, high-volume agreements and enhance supplier relationships
- Examined real-world applications with Walmart and Maersk, showcasing AI's role in improving efficiency, unlocking hidden value, and transforming traditional contract management.
- Co-authored and contributed to a published case study, demonstrating expertise in AI-driven business transformation and digital innovation strategies.

KEY SKILLS

Social Media Marketing, Content Creation, Storytelling, SEO & SEM Optimization, PPC Campaign Management, Email Marketing, Marketing, Brand Positioning & Awareness, Market Analysis, Competitive Research, Consumer Behavior Insights, Media Planning, Campaign Execution, A/B Testing, Conversion Rate Optimization, Google Analytics, Performance Metrics, Engagement, Growth Metrics, Team Leadership, Mentoring, Cross-functional Collaboration, Project & Campaign Management, Business Consulting, Adobe Creative Suite, CMS Software, CSS, HTML, Microsoft Office Suite, Data Analytics, Canva, Tableau, Google Analytics.

EDUCATION

Master of Global Management (Global Digital Transformation)

May 2025

Thunderbird School of Global Management – Arizona State University, United States

Bachelor of Technology in Computer Engineering

June 2022

Nirma University – Gujarat, India

COMMUNITY SERVICE AND CERTIFICATES

- Marketing Director of Rotaract Club of Nirma University 2018-2020 (Nirma University)
- Marketing Head of Carrer Found 2017-2018 (Alugen)
- **Certificates** – Google Ads Certification, HubSpot Social media Certification, Google Analytics Qualifications.