

MERU PATEL

Digital Marketing Management

+1-646-734-5493 @ patelmeru88@gmail.com

<https://linkedin.com/in/meru-patel> Marlboro, NJ / Weehawken, NJ

SUMMARY

Paid Search, Display and Social performance campaign marketing and management expert able to share ideas and collaborate in a team setting. Have a decade of relevant work experience in high-growth digital product team environment-acquainted with managing data-driven marketing plans, email campaigns, social media marketing, and SEO.

EDUCATION

B.S. Biomedical Engineering (Minor in Marketing) 2006 - 2010
[Rutgers University - School of Engineering](#) New Brunswick, NJ

RELEVANT EXPERIENCE

Senior Assistant Manager & Partner 03/2021 - Ongoing
[Union City Liquors LLC](#) North Jersey

Retail Liquor Business

- Day to day operational management of marketing, employees, and customer growth development of family owned liquor retail business. Buy Rite - Beer, Wines, and Spirits.
- Optimized digital marketing performance strategy of the business e-Commerce website - HudsonBuyRite.com

Senior Business & Performance Growth Management Consultant 03/2019 - 01/2021
[Ravi Randal Consulting LLC](#) Marlboro, NJ

Sales and technology company specializing in data management and high value lead generation using internet-based advertising

- Helped formulate overall client campaign strategy, researched competitors, analyzed data and provided digital lead generation campaign testing ideas
- Engaged directly with clients to measure true business value by building and operationalizing measurement strategies that highlight how a client can improve business outcomes
- Managed the delivery and creation of campaign ideas, strategies, and reports in a timely fashion
- Strong analytical skills and ability to sift through significant amounts of complex data to isolate what matters and hone in on opportunities to deliver impactful results
- Communicated at all levels on the strategic direction, planned execution & progress in order to drive results, revenues, and growth
- Paid strong attention to detail as a team player with great communication skills
- Determine quantifiable business goals, vertical trends, and preferences and find opportunities to create a competitive advantage through the optimization of paid media campaigns
- Aided new business development efforts and sales for the company



RELEVANT SKILLS

Digital Marketing

Data-driven Marketing ·
Email Campaigns · Content Marketing ·
SEM · PPC · SEO · Digital Strategy ·
CRM · Lead Generation ·
Social Media Marketing

Marketing Tools

Google Adwords ·
Facebook Ad Manager ·
HTML/CSS/PHP/Javascript ·
LinkedIn Ads · Mailchimp · SEMRush ·
Google Analytics · EXCEL · Hotjar ·
Google Tag Manager · Hootsuite ·
Klaviyo · Ahrefs · Wordpress ·
CrazyEgg · Salesforce ·
Marketing Automation Tools

Graphic Design

PhotoShop · InDesign · Illustrator

RELEVANT STRENGTHS

★ Certifications

Google Analytics, Google Ads

🔍 Search and social marketing

Adept search marketer proficient with search and social paid media buying platforms. Experience managing Search, Display, Social, RLSA, Re-marketing, YouTube & Gmail campaigns. Experience with bottom line ROI and KPI metric analysis and optimization.

📊 Data-driven marketing

Proficient with Google Analytics & Google Tag Manager. Experienced with a wide variety of other analytic's tools: A-B testing, link/click-tracking, heat mapping & screen capture software.

RELEVANT EXPERIENCE

Senior Media Buying Manager, e-Commerce & Performance Marketing 2016 - 2018

Shock Media Group (Marketing Agency) Irvine, CA

Conglomerate of companies that helped pioneer and shape the online direct to consumer industry.

- Managed team of designers, marketers and analysts working on search and social paid media initiatives
- Managed in-house media buying team by advising, reviewing and approving work in the company workflow process
- Developed expert-level understanding of paid media testing principles and executed campaigns using a disciplined approach to testing
- Worked with internal team to optimize media buying to hit quantity and quality targets within budget
- Supervised the creation of content & provided help where necessary
- Analyzed business developments and monitored niche market trends
- Developed and executed strategic marketing campaigns for clients across multiple media - paid search, display, video and social platforms
- Implemented ad campaigns using various user interfaces / editing tools and trained staff on their use
- Executed multivariate ad copy and landing page A/B testing initiatives at different stages of client marketing funnels
- Optimized digital commerce-related business functions across multiple private label (business to consumer) aesthetic and wellness clients
- Achieved client revenue growth through continuously improving and executing digital marketing growth strategies
- Developed and implemented campaigns for email, online advertising, search engines and direct mail

Paid Search & Social Media Campaign Analyst 01/2012 - 12/2015

4th Gear Media (Marketing Agency) Union, NJ

Performance Marketing Project Management for Herbal Nutraceutical Brands. Affiliate Network Paid Media Campaign Management.

- Managed monthly digital marketing spend for company clients and communicated directly with clients
- Created lead generation campaigns for use on multiple social media and search platforms
- Built targeted audiences for PPC ads to optimize the ROI on client ad spend
- Hands-on experience using affiliate marketing platforms
- Created & optimized landing pages to increase conversions for PPC campaigns
- Gained extensive experience setting up and optimizing Google Ads (Search, Display, Video), Facebook / Instagram Ads and Snapchat Ads
- Taboola and Revcontent Native Advertising Experience
- Managed a direct response CRM and utilized various platform marketing pixels
- Developed experience with optimizing and coding landing page design elements which helped increase conversion rates
- Experience with Google Tag Manager and Conversion Pixels management for different platforms
- Cultivated effective partnerships with engineering, marketing, sales and customer support staff for the company
- Traveled nationally and internationally to meet with customers and network

RELEVANT STRENGTHS

★ Results / Detail Oriented

★ Patient & Flexible

★ Delivering Results

★ Language Proficiency

English

Spanish

Gujarati

RELEVANT EXPERIENCE

SEO Digital Marketing Associate

01/2011 - 03/2012

[SEO 24/7 365 \(Marketing Agency\)](#)

Morganville, NJ

Strategic SEO (Search Engine Optimization) and Social Media Account Management for Health, Beauty and E-commerce Retail Clients

- Assisted in creating awareness campaigns and client content marketing strategies which increased monthly leads
- Created social media content for clients & assisted in growing client social media profiles
- Worked with designers to create social media content that received a good ratio of likes and shares engagement
- Optimized client email campaigns which led to increased open rates and conversion rates
- Created and optimized email workflow to optimize leads through client marketing funnels
- Performed competitor analysis, keyword research, and SERP Analysis for inbound marketing blog efforts using Ahrefs
- Created and implemented long term onsite and offsite SEO strategy using extensive Ahrefs and keyword research
- Utilized social media and niche related group pages to prospect potential client leads
- Provided customer service and account management support to guide clients meet their objectives