

PEARL PATEL

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Social Media Marketing Manager

SKILLS

- **Paid Advertising & Performance Marketing:** Google Ads, Instagram Ads, Paid Media Strategy
- **SEO & SEM:** Search Engine Optimization (SEO), Search Engine Marketing (SEM), Keyword Research, Google Analytics
- **Email Marketing & CRM:** Mailchimp, HubSpot
- **Data Management & Analytics:** MySQL, MS Access, Google Analytics, Data-Driven Marketing, Market Trends, KPI Tracking
- **Creative & Content Tools:** Photoshop, Canva, Figma, Video Editing, Reels Creation, Copywriting, UI/UX for Social Media, Hootsuite

WORK EXPERIENCE

SOCIAL MEDIA MARKETING MANAGER

Los Angeles, California

JAINSONS INTERNATIONAL (Fashion label)

May 2025- December 2025

- Led end-to-end social media strategy for Foren and Rahi, developing platform-specific plans for Instagram and TikTok that increased overall engagement by 45% and strengthened conversion rates by 30%
- By leading creative direction and managing end-to-end content production (scheduling, editing, copywriting, concept development, styling, photoshoots, and reels), I drove a 50% boost in high-quality content output and elevated overall brand storytelling.
- Managed ad campaigns across Instagram and TikTok, optimizing spend through A/B testing and audience segmentation, leading to a 35% higher ROI.
- Built influencer and community-driven initiatives to expand brand reach, contributing to a 40% growth in followers across both brands and deeper audience engagement.
- Developed and implemented strategic content across platforms, blending product storytelling, trend-led ideas, campaigns, and brand visuals tailored to algorithm shifts and audience insights.

SOCIAL MEDIA FREELANCER

Remote

Multiple Brands & Industries

February 2025- May 2025

- Managed social media accounts and content creation for brands in dental, healthcare, skincare, online retail, and fashion, driving a 40% increase in engagement across platforms.
- Developed and executed data-driven social media strategies, boosting brand visibility and conversions by 30% through targeted campaigns.
- Optimized paid advertising on Facebook, Instagram, and Google Ads, improving ROI by 25% through A/B testing and audience segmentation.
- Conducted in-depth market research and trend analysis, ensuring campaigns aligned with consumer behavior, leading to a 20% increase in brand awareness.
- Tracked campaign performance using analytics tools, refining strategies to enhance KPIs such as reach, engagement, and conversion rates by 35%.
- Collaborated with cross-functional teams to create visually compelling and high-converting content, strengthening brand identity and increasing social media following by 50%.

MARKETING INTERN

New York City, NY

ANCHOR INTERNATIONAL

March 2024- May 2024

- Engaged with 50+ customers daily, enhancing brand interaction and boosting retention by 20%.
- Achieved 100% of sales and engagement targets through strategic digital outreach and marketing efforts.
- Led targeted digital campaigns, increasing customer engagement and lead conversions by 25%.
- Optimized marketing strategies for T-Mobile and ETNT Services, improving campaign efficiency by 30%.
- Trained new team members on digital marketing best practices, streamlining onboarding and execution.

DIGITAL MARKETING

SHAANDVANI

Chicago, IL

August 2022- January 2023

- Managed and mentored a 4-person creative team, overseeing photoshoot direction and ensuring alignment with the brand's aesthetic and marketing goals.
- Developed and executed high-impact social media campaigns, leading to a 35% surge in follower growth and engagement rates.
- Designed and optimized a user-centric e-commerce website, enhancing navigation and user experience, which contributed to a 15% increase in online sales.
- Implemented SEO-driven content strategies, increasing organic traffic to the website and improving discoverability on search engines.
- Established a content calendar and performance tracking system, enabling data-driven marketing decisions and improving campaign effectiveness.

SOCIAL MEDIA MARKETER

BASIC INDIA

Mumbai, India

January 2022- May 2022

- Designed and executed engaging social media campaigns, leveraging Photoshop and Canva, which led to a 40% increase in user engagement.
- Conducted in-depth fashion trend research and consumer analysis, providing strategic insights that enhanced brand positioning.
- Spearheaded the organization of a highly successful pop-up event, driving a 47% boost in sales and customer engagement.
- Developed data-driven marketing strategies, optimizing social media performance and strengthening customer relationships.

EDUCATION

PACE UNIVERSITY

MS. SOCIAL MEDIA AND MOBILE MARKETING

New York City, NY

January 2023- December 2024

LS. RAHEJA COLLEGE OF ARTS AND COMMERCE

BA. MULTIMEDIA AND MASS COMMUNICATION

Mumbai, India

June 2019- June 2022

CERTIFICATES

Fashion styling foundation- Fashion Institute of Technology

Meta Digital Marketing

Google - Foundation of digital marketing and e-commerce

Microsoft Advertising Search Certification