

## PEARL PATEL

[pearlpatel0130@gmail.com](mailto:pearlpatel0130@gmail.com) ♦ (732)-433-2027 ♦ New York City, 10038 ♦ [www.linkedin.com/in/pearllpatel](https://www.linkedin.com/in/pearllpatel)  
<https://www.pearllpatel.com/>

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 FREELANCER

Remote - New York City

Multiple Brands & Industries

Present – 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

Chicago, IL

SHAANDVANI

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**

Mumbai, India

BASIC 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.

## **OPERATIONS & DIGITAL TRANSFORMATION ASSOCIATE**

Vapi, India

FOAMIK COLORS

September 2019 – March 2020

- Led the end-to-end website development project, enhancing the company's digital presence and resulting in a 30% increase in online inquiries from domestic and international clients.
- Spearheaded production management, optimizing workflow efficiency and reducing operational bottlenecks, leading to a 15% improvement in output consistency.
- Conducted daily performance reviews, analysing production metrics and employee efficiency, which contributed to a 20% reduction in downtime.
- Managed and streamlined data operations, implementing structured reporting systems that improved data accuracy by 25% and accelerated decision-making.
- Collaborated with cross-functional teams, bridging communication between production and management to enhance coordination and increase order fulfilment rates by 18%

## **EDUCATION**

**PACE UNIVERSITY**

New York City, NY

MS. SOCIAL MEDIA AND MOBILE MARKETING

January 2023- December 2024

**LS. RAHEJA COLLEGE OF ARTS AND COMMERCE**

Mumbai, India

BA. MULTIMEDIA AND MASS COMMUNICATION

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