



# HET PATEL

Digital Marketing Specialist &  
Performance Marketing Expert

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## SUMMARY

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A highly skilled and results-oriented Digital Marketing Specialist with over 5 years of experience in performance marketing, driving growth through strategic digital initiatives.

Specializing in Facebook Ads, Google Ads, PPC, SEO, Propeller Ads, Rich Ads, and Email Marketing, I bring a deep understanding of analytics, campaign optimization, and data-driven decision-making.

My expertise in managing and executing complex digital campaigns has led to significant improvements in brand visibility, customer acquisition, and revenue growth.

I am passionate about leveraging the latest technologies and tools to stay ahead of industry trends and deliver exceptional results in fast-paced environments.

## WORK EXPERIENCE

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### Performance Marketing Specialist

**Vispan Solutions Pvt. Ltd.**

**May 2019 - Present | Rajkot, Gujarat, India**

- Spearheaded performance marketing initiatives, driving significant eCommerce sales and enhancing brand visibility.
- Managed comprehensive Propeller Ads, Rich Ads, and Facebook Ads campaigns, focusing on optimizing ad spend, refining targeting strategies, and achieving high ROI.
- Utilized Google Analytics to analyze campaign performance, identify key trends, and make data-driven decisions that supported growth and user engagement.
- Led Email Marketing campaigns, effectively nurturing leads, and improving conversion rates.
- Oversaw Google Ads campaigns, optimizing keywords and bids to maximize return on investment.
- Provided strategic direction to the digital marketing team, ensuring all campaigns aligned with business objectives and goals.
- Implemented advanced digital marketing techniques, resulting in remarkable user engagement and revenue growth.

## WORK EXPERIENCE

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### Digital Marketing Executive

#### POSIMYTH Innovations

Dec 2018 - Feb 2019 | Rajkot, Gujarat, India

- Developed and executed digital marketing campaigns, including SEO, SEM, and Email Marketing, contributing to significant brand growth.
- Collaborated with the marketing team to conceptualize and implement marketing strategies that aligned with business objectives.
- Conducted thorough market research and competitive analysis, identifying opportunities for growth and market penetration.
- Worked closely with cross-functional teams to ensure successful campaign execution and achievement of targets.
- Assisted in tracking and analyzing campaign performance, making real-time adjustments to optimize results.

## SKILLS

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Category	Skills/Tools	Subtools/Technologies
Digital Marketing	Facebook Ads, Google Ads, PPC, Email Marketing, SEO, Propeller Ads, and Rich Ads	Facebook Ads Manager, Google Ads, SEMRush
Analytics & Optimization	Google Analytics, Campaign Data Analysis	Google Tag Manager, Data Studio, Conversion Rate Optimization
Marketing Automation	Email Marketing Tools	Mailchimp, HubSpot, ActiveCampaign
Web Development	Website Design, Web Development	HTML, CSS, Basic JavaScript, WordPress, Elementor
Content Management	CMS Platforms	WordPress, Joomla, Drupal
SEO & SEM	SEO Tools	SEMrush, Ahrefs, Moz, Yoast SEO
Graphic Design	Design Tools	Adobe Photoshop, Canva, Adobe Illustrator
Project Management	Tools	Trello, Asana, Basecamp, Jira
Social Media Management	Social Media Tools	Hootsuite, Buffer, Sprout Social
Reporting & Analytics	Reporting Tools	Google Data Studio, Tableau, Microsoft Power BI
Technical Skills	Programming & Scripting	HTML, CSS, Basic JavaScript
A/B Testing & Conversion	A/B Testing Tools	Optimizely, VWO, Google Optimize

## Core Competencies

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Performance Marketing Strategy	SEO & SEM Expertise	A/B Testing & Conversion Rate Optimization
Campaign Management & Optimization	Email Marketing & Automation	Customer Acquisition & Retention
Data-Driven Decision Making	Social Media Management	Analytics & Reporting
Web Development & Design	Graphic Design & Creative Direction	Project Management

## CERTIFICATIONS AND AWARDS

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Certification Name	Issuing Organization	Issued Date
Google Ads Search Certification	Google Digital Academy	May 2022
Google Analytics Academy Beginner	Google	September 2021

