

ABHAY PATEL

DIGITAL MARKETER

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SUMMARY

Motivated and focused resource with an upfront attitude who thrives in fast-paced environments, adept at juggling multiple projects and deadlines while maintaining exceptional attention to detail. Proven ability to manage people and clients effectively. Strong problem-solving skills and ability to work effectively in a team-based environment.

TOOLS

- Social Media Managing
- Search Engine Optimization
- Google Adsense
- WordPress Development
- Google Analytics
- Canva
- Google Ads
- Facebook Ads (Meta)
- Figma
- Google My Business
- Automation Tools: Business

WORK EXPERIENCE

Freelancer

Digital Marketer - WordPress Dev • 2022 - Present

- Developed and maintained various websites.
- Managing Multiple Ad Campaigns on Google & Facebook Ads.
- Performed ON-Page SEO, Technical SEO and OFF-Page SEO.
- Social Media Marketing of Coaching Center & Restaurant.

WooDevz Technologies

Digital Marketer • July 2023 - Jan 2024

- Meetings with clients to offer creative ideas for digital marketing strategies.
- Developing ideas for digital campaigns.
- Executed organic and paid social media campaigns.
- Reviewed and optimised the campaigns across the digital platform.

EDUCATION

Digital Marketing

Digipodium • 2022-2023

Bachelor of Commerce

National P.G. College • 2021-2024

CERTIFICATIONS

Certified WordPress Designing

Udemy • April 2023

Certified in Digital Marketing

National P.G. College • July 2022

Certified Google My Business

Google • November 2022

Certified Google Ads

Google • September 2022

Certified SEO

Digipodium • December 2022

Certified in CCC

NIELIT • November 2021

SKILLS

- Good Communication Skills.
- Determined and hardworking.
- Leadership quality.
- Flexible, adaptable & keen to take initiative.

LANGUAGE

- Hindi
- English