JENISH PATEL

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SUMMARY

Digital Marketing Specialist with 4+ years of experience driving integrated digital campaigns, SEO, paid media, email marketing, CRM engagement, and market research across Canadian organizations. Skilled in Google Analytics 4, Google Ads, Meta Ads, Looker Studio, competitive analysis, campaign optimization, and data-driven marketing strategies that improve engagement, conversion, and business growth.

SKILLS

Digital Marketing: Digital Marketing Strategy, Campaign Management, Go-to-Market Strategy, Lead Generation, Digital Campaigns
SEO & Advertising: SEO, SEM/PPC, Google Ads, Meta Ads, Keyword Research, Technical SEO, On-Page SEO, Paid Media
Marketing Analytics: Google Analytics 4, Google Search Console, Looker Studio, Conversion Rate Optimization, Web Analytics, Campaign Analytics
Content & Social Media: Content Marketing, Social Media Marketing, Content Strategy, Social Media Campaigns, Landing Page Optimization, Digital Content
Email & CRM: Email Marketing, Email Campaigns, CRM Management, Audience Segmentation, Lead Nurturing, Customer Engagement
Market Research: Market Research, Competitor Analysis, Competitive Intelligence, Pricing Analysis, Customer Insights
Business Development: B2B Outreach, Client Relationship Management, Account Management, Upselling, Lead Management
Reporting & Tools: Microsoft Excel, KPI Reporting, Pipeline Analysis, Marketing Performance Reporting, Campaign Performance Reporting

EXPERIENCE

THE HUMBERVIEW GROUP **Mar 2025 – Present | Canada**
Digital Marketing Specialist

- Executed integrated digital campaigns across Google Ads, Meta Ads, email, and social media, increasing qualified website traffic by 24%.
- Optimized SEO through keyword research, on-page improvements, technical audits, and Google Search Console, improving organic search visibility by 27%.
- Managed paid search and social advertising campaigns, monitoring CPC, CTR, conversion rates, audience targeting, and overall campaign performance.
- Analyzed website and campaign performance using GA4, Looker Studio, and Excel, delivering actionable insights for marketing optimization and reporting.
- Developed automotive-focused landing pages, promotional content, email campaigns, and social media assets while maintaining consistent brand messaging across digital channels.
- Supported CRM segmentation and targeted email campaigns by analyzing customer engagement, lead behavior, and audience data to strengthen lead-nurturing initiatives.
- Collaborated with sales, creative, and dealership teams to execute promotional campaigns, monitor KPIs, and align digital marketing activities with business objectives.

GATESTONE & CO. **Jan 2024–Feb 2025 | Canada**
Client Relations & Marketing Coordinator

- Generated an average of $8,000 in daily revenue through structured account management, consultative outreach, and client-focused engagement strategies.
- Managed a portfolio of 100+ active client accounts, maintaining accurate CRM records, tracking interaction history, and ensuring complete pipeline visibility for leadership.
- Compiled weekly Excel reports on pipeline health, account activity, and client engagement, identifying performance trends and providing actionable recommendations for management review.
- Identified upsell opportunities through discovery conversations, matching client needs with relevant products and services to increase account value and strengthen client relationships.
- Maintained relationship continuity across a high-volume account portfolio by implementing structured follow-up cadences that improved engagement and reduced churn risk.

NEXT EMPLOYEMENT **Jun 2023–Dec 2023 | Canada**
Business Development & Marketing Coordinator

- Generated an average of 3 new B2B clients per month through coordinated multi-channel outreach campaigns, targeted prospecting, and relationship-building initiatives.
- Managed a high-volume outreach pipeline of 100+ active accounts, executing 1,500+ emails and 50+ outbound calls daily while maintaining accurate CRM records.
- Conducted 15–25 on-site business visits per month to build employer relationships, gathering field insights to refine outreach messaging, targeting, and engagement strategies.
- Designed email outreach sequences and messaging frameworks tailored to prospect segments, improving pipeline conversion rates across active B2B marketing and outreach campaigns.
- Produced weekly pipeline performance reports summarizing outreach activity, account engagement, and conversion trends, providing actionable insights that directly informed senior leadership decisions.

ETHERNAL WEAVES INC. **Sep 2022–May 2023 | Canada**
Marketing Analyst

- Led go-to-market research for a Canadian retail launch, evaluating market dynamics, customer segments, competitive positioning, and industry trends.
- Conducted market research and competitor benchmarking to identify competitive strengths, market gaps, pricing patterns, and emerging opportunities within the Canadian retail landscape.
- Performed pricing analysis across competing products and market segments to support pricing strategy, product positioning, and commercial decision-making.
- Analyzed competitor offerings, promotional strategies, and market positioning to identify opportunities for differentiation and strengthen the startup's retail market entry strategy.
- Consolidated market, competitor, and pricing insights into actionable recommendations supporting go-to-market positioning and strategic planning for the Canadian retail launch.

EDUCATION

Post-Graduate Certificate — Strategic Marketing Communications **Jan 2021–Aug 2022**
Conestoga College, Canada
Bachelor of Business Administration (Marketing) **Jun 2017–Aug 2020**
Uka Tarsadia University, India

CERTIFICATIONS

- **HubSpot Marketing Software Certification**
- **Google Ads Certification**
- **Google Data Analytics Professional Certificate**
- **Marketing Campaign Management**
- **Fundamentals of Marketing**