



Lopa Patel

Digital Marketing Specialist

Lyon, France

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Languages

French (Basic)

English (Native)

About

High-performing and accomplished digital marketer with 3 years of experience impacting positive organizational outcomes through content writing, search engine optimization (SEO), and growth acquisition. Improved organic search rankings from page 3 to Top 5 for 10+ high-competition keywords for a leading B2B brand and increased their organic traffic by 21%. Seeking to leverage exemplary project management skills, data analysis skills, and broad technical SEO knowledge as a digital marketer

BRANDS WORKED WITH

AVISIA

Ezee Technosys Pvt Ltd

Freelancing Hacks

Experience



Digital Analyst Intern

AVISIA | May 2022 - Now

Understood the full new version of Google Analytics (GA4) and migrated 360 properties of Stellantis. Extracted data to build metrics or create dashboards, tracking success toward KPIs for Groupe Seb. Created documentation for existing and new applications using developer tools and software. Used statistical analyses to find patterns from data and identify improvement opportunities. Assisted with the development of dashboards and reports using spreadsheet and visualization software. Presented data in visually appealing and straightforward methods for end users to navigate and comprehend.



Digital Marketing Specialist

Freelancing Hacks | Dec 2020 - Jul 2021

Devised digital media strategies to optimize reach and engagement with content. Researched and observed the digital media landscape for trends and ideas. Proofread copy to detect and correct errors in spelling, punctuation and syntax. Hand-crafted email marketing content and collaborated with teams to implement email campaigns. Developed and implemented effective content acquisition strategies to create riveting content. Prepared marketing campaign budgets with finance personnel. Managed and developed new content for company website, app and social media platforms. Spearheaded social media initiatives and created digital content for Facebook, Twitter and Instagram.

Content Marketer

Ezee Technosys Pvt Ltd | May 2018 - Nov 2020

Created product promotion plans and marketing initiatives to increase brand awareness. Collaborated with sales teams to strengthen client relationships and generate new revenue opportunities. Provided marketing material to meet business needs Targeted customers for campaigns and identified appropriate marketing channels. Managed social media platforms and utilized metrics to increase engagement and campaign performance. Implemented initiatives to increase brand awareness and engagement with the target audience. Organized development and implementation of diverse marketing videos, social media posts and blogs. Coordinated marketing campaigns, monitoring accuracy, execution and follow-up. Devised strategies to correct SEO underperformance and resultant increase traffic and visibility and optimized web page titles, URLs, structured data, SEO copy editing and sitemaps Crafted optimized landing pages, consistently boosting engagement KPIs from the previous year.