

Brijesh Patel – Digital Marketing & Branding Manager

Popular Paradise, Gota, Ahmedabad, Gujarat 382481 | +91 9924934594 | ibrijeshpatel@gmail.com | <https://www.linkedin.com/in/brijeshpatelpatan/>

Profile

Dynamic and results-oriented **Digital Marketing Strategist & Branding Manager** with extensive experience in leading multi-channel campaigns across diverse industries. Proven expertise in **SEO, SEM, social media, email marketing, and paid advertising**, with a strong ability to align digital strategies with overall business objectives. Skilled in **brand management, campaign optimization, and data-driven decision-making**, consistently delivering measurable growth in traffic, leads, and ROI. Known for blending **analytical insight with creative execution**, adapting quickly to evolving market trends, and driving impactful digital transformations for global and enterprise-level clients.

Experience

DIGITAL MARKETING & BRANDING MANAGER | GRE RENEW ENERTECH LIMITED | AHMEDABAD – GUJARAT | APRIL 2024 – PRESENT

- Developed brand strategies to enhance market presence for renewable energy solutions.
- Collaborated with cross-functional teams to ensure consistent brand messaging.
- Conducted market research to identify trends and customer preferences in clean energy.
- Managed social media campaigns to increase brand awareness and engagement online.
- Created marketing materials that aligned with the company's sustainability goals.
- Designed branding guidelines to maintain visual identity across all platforms.
- Led workshops to train staff on brand values and customer interaction standards.
- Analyzed competitor branding efforts to inform strategic positioning in the industry.
- Analyzed competitors' brands and developed strategies to differentiate our client's brand from theirs.
- Organized events such as trade shows or conferences where clients could showcase their products and services in order to build awareness about the brand among potential customers.
- Collaborated with creative teams to produce campaigns that effectively communicated the company's message and values.
- Managed the production of marketing materials including print ads, online campaigns, radio spots, and television commercials.
- Conducted market research to identify consumer preferences and trends in branding.
- Responded promptly to customer inquiries regarding our client's products and services while adhering strictly to established guidelines.
- Provided guidance on how best to leverage digital platforms like webinars or podcasts to promote the brand's offerings.
- Generated ideas for new campaigns or initiatives that would help strengthen our client's existing identity within their respective markets.
- Drafted press releases for new products or services that highlighted their unique features in a compelling way.
- Developed and implemented branding strategies for clients across multiple industries.
- Established relationships with influencers who could help spread positive messages about the company's products and services through their own networks.
- Oversaw budgeting processes related to branding activities such as advertising or design work.
- Produced detailed reports on performance metrics related to branding initiatives such as website traffic or customer feedback surveys.

- Coordinated with internal stakeholders including executives, sales teams, product managers. to ensure alignment between the company's vision and its external messaging efforts.
- Developed online ads and company positioning on social media sites to increase monthly sales.

LEAD CONSULTANT | HCL TECH | PUNA – MAHARASHTRA | APRIL 2022 – FEB 2024

- Managed enterprise-level content across AEM Sites and DAM, ensuring scalability, accuracy, and compliance.
- Oversaw **content workflows, publishing, and approvals** for multi-market websites across North America.
- Implemented SEO-optimized content structures, improving organic traffic by over 300%.
- Collaborated with **branding teams** to maintain consistency across digital channels.
- Led **localization projects** for multilingual sites, ensuring alignment with global guidelines.
- Streamlined digital asset management by organizing metadata and taxonomy, reducing retrieval time by 5%.
- Global Team Collaboration (North America, Europe, APAC).
- Stakeholder Management & Executive Reporting
- Strong focus on **brand consistency and customer experience**.

SR. DIGITAL MARKETING EXECUTIVE | DEV INFORMATION TECHNOLOGY LIMITED | AHMEDABAD – GUJARAT | NOV 2020 – APRIL 2022

- Planned and executed digital marketing strategies for clients across the IT, retail, healthcare, and manufacturing industries.
- Managed **branding initiatives**, ensuring consistency across websites, social media, and digital campaigns.
- Implemented SEO campaigns that improved clients' websites' search rankings and organic visibility.
- Handled **paid campaigns (Google Ads, Facebook, LinkedIn)** to generate qualified leads for diverse industries.
- Developed content marketing plans, including blogs, landing pages, and digital assets, aligned with brand guidelines.
- Collaborated with design and development teams to deliver brand-centric websites and marketing collateral.
- Conducted **competitor analysis and market research** to shape effective client marketing strategies.
- Built **reporting dashboards** to track performance, measure ROI, and present insights to stakeholders.
- Supported **corporate branding projects** for DEV IT, strengthening its digital presence in the IT sector.

DIGITAL CUSTOMER SERVICE ASSOCIATE | MILESTONE INC | AHMEDABAD – GUJARAT | JULY 2014 – OCT 2020

- Boosted **customer retention by 30%** through proactive engagement and success-driven account management.
- Generated **40% higher upselling revenue** by aligning solutions with customer business goals.
- Increased **organic website traffic by 150%** through advanced SEO and content strategies.
- Managed **multi-channel ad budgets of \$500K+**, achieving **4x ROI** via Google, LinkedIn, and Meta Ads.

- Designed and executed **digital branding strategies** that enhanced brand visibility and recall across 5+ industries.
- Developed and optimized **customer health score dashboards**, reducing churn by 20%.
- Spearheaded **digital lead generation campaigns**, delivering 200+ qualified leads per month for enterprise clients.
- Directed **cross-functional teams** (sales, design, product, tech) to achieve business-aligned digital outcomes.
- Implemented **end-to-end marketing automation** improving campaign efficiency and customer engagement by 35%.
- Recognized as a **top strategist** for combining customer-centric growth with high-performance marketing execution.

HEAD - DIGITAL MARKETING | DOLPHIN WEB SOLUTION PVT LTD | AHMEDABAD – GUJARAT | FEB 2012 – JULY 2015

- Spearheaded digital marketing strategies that generated **200% growth in qualified leads** across B2B and B2C markets.
- Directed **multi-million-dollar ad budgets** across Google, Meta, LinkedIn, and Amazon Ads, achieving **5x ROAS**.
- Increased **organic traffic by 180%** through advanced SEO, content marketing, and digital PR initiatives.
- Elevated **brand visibility** across 10+ industries by implementing integrated digital branding frameworks.
- Boosted **customer retention by 35%** and increased upselling revenue by 40% via customer-centric engagement models.
- Built and mentored **cross-functional digital marketing teams**, improving productivity and campaign performance by 50%.
- Designed and implemented **data-driven dashboards**, enabling leadership to make real-time marketing and sales decisions.
- Led **enterprise-wide marketing automation**, reducing campaign execution time by 45%.
- Recognized for **aligning digital strategies with overall business goals**, delivering consistent revenue growth.

SEARCH ENGINE OPTIMIZATION EXECUTIVE | CYGNET INFOTECH PVT LTD | AHMEDABAD – GUJARAT | MAY 2010 – JAN 2012

- Enthusiastic **Search Engine Optimization (SEO) Executive** with strong knowledge of on-page, off-page, and technical SEO practices.
- Skilled in **keyword research, competitor analysis, content optimization, link building, and technical audits** to improve website visibility.
- Hands-on experience with **Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz, and Screaming Frog**.
- Optimized website pages and blogs with **SEO-friendly titles, meta tags, headers, and internal linking**, improving keyword rankings.
- Performed **site audits** to identify and fix crawl errors, broken links, missing tags, and Core Web Vital issues.
- Assisted in building **high-quality backlinks**, boosting domain authority and improving SERP rankings.
- Supported digital marketing teams by aligning **SEO with content marketing, paid campaigns, and social media strategies**.
- Achieved **top 10 rankings for multiple target keywords** within X months of optimization.
- Passionate about **data-driven SEO strategies, continuous learning, and adapting to evolving search engine algorithms**.

Education

**BACHELOR IN COMPUTER SCIENCE AND INFORMATION TECHNOLOGY | MARCH 2008 |
NORTH GUJARAT UNIVERSITY, PATAN, N.G (384266)**

Skills & Abilities

- Brand strategy
- Digital marketing
- Content management
- Stakeholder management
- Customer engagement
- Campaign analysis
- Cross-functional collaboration
- Creative problem solving
- Effective communication
- Influencer partnerships
- Product positioning
- Trademark management
- Internal communications
- Performance monitoring
- Advertising management
- Partnership development
- Brand ambassador partnerships

Certificates

- Advanced Google Analytics
- Google Tag Manager Fundamentals
- Google Ads Search Certification
- Google My Business
- Shopping Ads Certification
- Agile Architecture, Design, & Collaboration
- Best Practices for DevOps Implementation
- Data and Analytics Technologies at Work
- Predictive Analytics & Exploratory Data Analysis

Personal Information

- Date of Birth: 03/09/88
- Gender: Male
- Nationality: India
- Marital Status: Married