

# Jay Patel

Rajkot, Gujarat, India

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## Career Objective

To enhance my working capacities, professional skills, business Efficiency and to serve my clients in the best possible way with sheer determination and commitment.

## Experience

Sr. Digital Marketing Manager - Ways Software Technologies LLP

Working as Project Manager (Over all marketing of Email, Social Media & SEO). Working on following platforms:

- Google Analytics
- Google Search Console
- Google Ads

## Technical Skills

**Operating System** - Windows 7, 8, 10, 11

**Email Marketing Tools** - Sendgrid, Mailchimp, HugeMailer, MailerLite, etc.

**Social Media Marketing tools** - Facebook, LinkedIn, Twitter, etc.

**Search Engine Optimization Tools** - SEO tool Adda, Duplichecker, etc.

## Education

Atmiya University - B.E./B.TECH

## Strengths

Goal oriented: results achiever, Meeting deadlines

Critical Thinking: Decision Making Skills

Interpersonal Skills - Easily derive solution for complex problems

## Projects

**Treetile** (<http://www.treetile.com/>)

Project Manager

On Page Optimization, Off Page Optimization

This website is mainly used to purchase tiles manufactured in India.

**Vishwamukha** (<http://www.vishwamukha.com/>)

Project Manager

On Page Optimization, Off Page Optimization

This website is mainly used for Legal & Investigation Services.

**Black and White** (<http://www.blackandwhitelawfirm.in/>)

Project Manager

On Page Optimization, Off Page Optimization

This website is mainly used for Law Firm Services.

**Publishme** (<http://www.publishme.com/>)

Project Manager

On Page Optimization, Off Page Optimization

This website is mainly used for PR Branding Services.

# Certifications

## Provider - Google

1. Digital Garage

## Provider - Coursera

2. Advanced Content and Social Tactics to Optimise SEO  
(<https://www.coursera.org/account/accomplishments/verify/M237BQ79WFCW>)
3. Google Ads for Beginners  
(<https://www.coursera.org/account/accomplishments/verify/JUMUVAYXHQCT>)
4. Introduction to Google SEO  
(<https://www.coursera.org/account/accomplishments/verify/SW8QRK8XK9NP>)
5. Optimising a Website for Google Search  
(<https://www.coursera.org/account/accomplishments/verify/4EF8KZBR32UF>)
6. Google SEO Fundamentals  
(<https://www.coursera.org/account/accomplishments/verify/E8W3PXW2VV2S>)
7. Technical Support Fundamentals  
(<https://www.coursera.org/account/accomplishments/verify/J5GM5S3HB3KP>)
8. Use Mailchimp to Build an Email Marketing Campaign  
(<https://www.coursera.org/account/accomplishments/verify/P6NVVGVKMRDF>)