

AKSHAY PATEL

PAID SOCIAL MEDIA SPECIALIST



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PROFILE

With a solid three-year background in Facebook, Instagram, LinkedIn, Twitter and Google advertising, I have gained extensive experience across diverse industries. My deep understanding of marketing strategies and tactics allows me to consistently deliver optimized campaigns that maximize results and drive high ROI.

EDUCATION

Bachelor of Computer Application

FIT Institute
2014 - 2017

DIGITAL MARKETING

Diploma | Certification

SKILLS

Strong Communication
Paid Media Strategy & Execution
Meta Ads
Google Ads
LinkedIn Ads
Twitter Ads
CRM Management
Automation
A/B Testing
Reporting & KPI Tracking

LANGUAGE

Hindi
English

WORK EXPERIENCE

REVOPIONS TECHNOLOGIES - Social Media Executive

March/2021 - September/2021

- Develop and execute targeted ad campaigns across platforms like Facebook, Instagram, and LinkedIn.
- Optimize ad performance by analyzing data and making adjustments to increase ROI.
- Monitor trends and platform updates to keep strategies fresh and effective.

DIGITAL WHEEL - Senior Social Media Specialist

November/2022 - August/2024

- Conduct in-depth market research to identify audience segments and tailor ad messaging accordingly.
- Manage and allocate budget across various social media platforms to maximize campaign effectiveness.
- Create and implement A/B tests to evaluate ad creative strategies for continuous improvement.

ACHIEVEMENTS / CASE STUDIES

- Roofing - B2B (Indiana, USA)
- Real Estate - New York
- Car Dealership - Australia
- Solar Panel
- Dental