

PEARL PATEL

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MARKETING & SOCIAL MEDIA MANAGER

Marketing strategist with a strong creative lens, focused on building distinctive brands and driving digital growth. I bring together brand strategy, creative direction, cultural insights, storytelling, and performance marketing to develop campaigns and digital experiences that connect with audiences and deliver measurable results.

SKILLS

Paid Media: Meta Ads, Google Ads, Campaign Strategy

Analytics: Google Analytics, KPI Tracking, Performance Optimization

CRM & Email: Mailchimp, HubSpot

Creative: Creative Direction, Content Production, Canva, Photoshop, Figma, Premiere Pro, CapCut

Marketing: SEO, SEM, Content Strategy, Copywriting

WORK EXPERIENCE

SOCIAL MEDIA MARKETING MANAGER

Los Angeles, CA

BELLATEC | Women's Wellness & Fitness Brand

2026

- Shape the brand's digital growth strategy and premium market positioning, connecting content, membership acquisition, community, and paid media.
- Lead creative from concept to execution campaign ideation, visual direction, shoots, short-form video, copy, design, and platform strategy across Instagram and TikTok.
- Turn audience behavior, platform analytics, cultural trends, and campaign performance into actionable creative and growth decisions; manage Meta paid campaigns to optimize reach, engagement, and conversion.

MARKETING & SOCIAL MEDIA CONSULTANT

Los Angeles, New York City

Independent / Client Portfolio | Fashion, Beauty, Wellness & Healthcare

2024-2025

- Built brand and content ecosystems for clients, translating business objectives and audience insights into platform-specific marketing strategies.
- Owned campaigns end-to-end across creative direction, content production, paid social, influencer partnerships, and performance reporting.
- Drove 40% engagement growth and 30% conversion improvement by combining trend-led creative with audience targeting and performance optimization.

SOCIAL MEDIA MARKETING MANAGER

Los Angeles, CA

JAINSONS INTERNATIONAL | Fashion Label

2025

- Repositioned social strategy around culture, storytelling, and conversion, driving 45% engagement growth and 30% higher conversions across Instagram and TikTok.
- Directed the creative lifecycle from campaign concepts and art direction to photoshoots, styling, short-form video, and final content increasing quality content output by 50%.
- Owned Meta and TikTok performance marketing, using audience segmentation, creative performance, and campaign analytics to improve ROI by 35%.

DIGITAL MARKETING
SHAANDVANI

Chicago, IL
2022- 2023

- Directed creative execution for photoshoots and digital content, refining brand identity through cohesive visual storytelling.
- Elevated social media growth and engagement by 35% through strategically curated campaigns.
- Optimized e-commerce experience and website UX, contributing to a 15% increase in conversions.
- Implemented SEO-led content strategies to enhance discoverability and organic reach.

SOCIAL MEDIA MARKETER

Mumbai, India

BASIC INDIA | Fashion & Ret

2021-2022

- Conceptualized and executed social campaigns rooted in trend and audience insights, increasing engagement by 40%.
- Translated consumer behavior and fashion trends into refined content directions, strengthening brand positioning.
- Led marketing initiatives for a high-impact pop-up event, driving a 47% increase in sales and customer interaction.
- Fostered consistent community engagement through curated, platform-specific storytelling.

EDUCATION

PACE UNIVERSITY

New York City, NY

MS. SOCIAL MEDIA AND MOBILE MARKETING

January 2023- December 2024

LS. RAHEJA COLLEGE OF ARTS AND COMMERCE

Mumbai, India

BA. MULTIMEDIA AND MASS COMMUNICATION

June 2019- June 2022

CERTIFICATES

Fashion styling foundation- Fashion Institute of Technology

Meta Digital Marketing

Google - Foundation of digital marketing and e-commerce

Microsoft Advertising Search Certification