

Helli Patel

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EDUCATION

Honours Bachelor of Commerce

September 2017 – April 2022

DeGroote School of Business, McMaster University, Hamilton, ON

- Area of Focus: Marketing
- Entrance Scholarship, 2017
- Awarded multiple academic scholarships throughout university

WORK EXPERIENCE

Marketing Coordinator

February 2023 – October 2024

Stamped, Quebec City, QC.

- Utilized extensive knowledge of **HTML/CSS on Webflow** to design and maintain the website, enhancing user experience and improving visitor retention.
- Created a content calendar and scheduled posts consistently, leading to a **35% increase in social media engagement** (Google Analytics).
- Developed automated email sequences on HubSpot tailored to the lead's journey, resulting in a **40% increase in responses and meetings booked** through targeted sales outreach.
- Coordinated a product marketing campaign that combined email tactics and cold calling, achieving a 25% week-over-week increase in meetings booked, as well as **presented weekly results to C-level**.
- Managed multiple marketing channels and campaigns concurrently, ensuring seamless execution and coordination across all initiatives.

Business Development Representative

August 2022 – January 2023

The Sales Factory, Toronto, ON.

- Developed a targeted calling strategy, **securing meetings with 15% of cold contacts** and significantly boosting lead generation.
- Utilized LinkedIn and industry databases for prospecting, resulting in a **25% increase in qualified leads** within three months.
- Implemented a **streamlined CRM system** for tracking client interactions, reducing friction internally and missed follow-ups by 30%.

Assistant Marketing Coordinator

December 2021 – August 2022

Trust Science, Edmonton, AB.

- Improved program strategy, segmentation, and reporting across marketing channels, including email and SEO, **boosting traffic by 23%**.
- Implemented a social media content calendar to enhance efficiency and maintain brand consistency.
- Supported the marketing team by writing and optimizing social media campaigns and follow-up emails, resulting in a **13% increase in sign-ups**.
- Created reports to visualize campaign performance and derive actionable insights.

Business Development Internship

Ensemble IQ, Toronto, ON.

October 2021 – April 2022

- Analyzed Google Analytics data to recommend solutions for underperforming content, resulting in a 20% increase in content performance.
- Conducted A/B testing for Google Ads, **improving ROI by 9%** based on market research findings in the publication industry.
- Created and maintained audience segments for consistent messaging and optimized digital advertising.
- Implemented new campaigns based on consumer behavior research, increasing average leads by **50% per brand per month**.
- Managed competing priorities across ten brands without sacrificing KPIs, demonstrating strong organizational and project management skills.

Strategic Sales and Marketing Internship

RedBit Development, Burlington, ON.

April 2020 – August 2021

- Built monthly analytic presentations using Google Analytics, Mailchimp, and social media analytics, providing insights that **increased web traffic by over 40%**.
- Wrote and designed monthly newsletters in Mailchimp, **using A/B testing** to achieve a significant increase in open rates.
- Researched and developed an **internal referral program** to enhance word-of-mouth marketing, resulting in a 30% increase in referrals.
- Managed campaigns and content creation with attention to detail, increasing the number of campaigns ran by 50% compared to previous quarters.

SKILLS

- **Social Media Proficiency:** TikTok, Instagram, Facebook, LinkedIn
- **Management Tools:** Sprout Social, HubSpot, Hootsuite, Monday.com, Office 365
- **Analytics:** Google Analytics
- **Software:** Adobe Creative Suite, Mailchimp, Apollo, Webflow, Figma, Canva
- **Digital Advertising:** Google Ads, Facebook Ads, LinkedIn Ads
- **Certifications:** Google Ads Search, Google Ads Display, Google Analytics Individual Qualification, Semrush SEO Toolkit

EXTRACURRICULAR AND VOLUNTEER ACTIVITIES

Mentor for First Year Orientation *McMaster University, Hamilton, ON.*

September 2019

- Assisted mentees in setting goals and utilizing campus resources effectively.
- Served as a positive role model, increasing event attendance by 35%.

ENGCOMM Case Competition *McMaster University, Hamilton, ON.*

February – March 2019

- Achieved second place in a province-wide business case competition, implementing engineering and business solutions within a tight timeframe.