

Meet Patil

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EDUCATION

MS in Digital Media Management – Northeastern University, Boston (GPA: 3.93/4)

Sept 2022 – Dec 2024

SKILLS

SEO & Analytics – SEMrush, Google Analytics (GA4), Google Search Console, Screaming Frog, Lighthouse

PPC & Paid Media – Google Ads, Meta Ads, Amazon Ads, A/B Testing, Keyword Research, Performance Tracking

Email & CRM – Mailchimp, Klaviyo, Pardot, HubSpot, Salesforce, Monday.com, Audience Segmentation

Web & Content – WordPress, Squarespace, HTML, CSS, JavaScript, Python, JSON, CMS Management

Data & Tools – SQL, Excel, Reporting Dashboards, Planable.io, Hootsuite, Zapier, Trello

CERTIFICATIONS

Google Ads Display, Google Analytics, Hootsuite Social Media Marketing, HubSpot, SQL, Amazon Sponsored Ads

WORK EXPERIENCE

Marketing and Social Media Specialist (Pinnacle Exterior Construction - Baton Rouge, LA)

Feb 2025 – Aug 2025

- Drove 30%+ organic traffic growth for Pinnacle by leading SEO and content strategy with SEMrush and Google Search Console. Improved internal linking across sites, boosting crawlability and session duration (+22%).
- Directed website redesigns focused on performance (caching, image compression, asynchronous loading), boosting session duration by 35% and reducing bounce rates by 25%.
- Conducted Google Lighthouse audits; implemented fixes (lazy loading, reducing render-blocking resources), improving Core Web Vitals and page speed.
- Managed \$40K+ monthly Paid Campaign budgets (Google, Meta), optimizing targeting, assets, and creatives via A/B testing, reduced CPA by 40% and lifted conversions by 28%.
- Automated lead management by integrating Google Ads and Meta Ads with the CRM via Zapier, enabling real-time lead capture and automated email notifications to the sales team, improving response time and conversion rates.
- Optimized and enhanced Google Business Profiles with keyword-rich content, images, and CTAs, driving a 45% increase in local user actions (calls, directions, website visits).

Digital Marketing Specialist (Ameet Electro Systems – Nashik, MH, India)

Dec 2023 – Feb 2025

- Achieved 2,850% organic traffic surge in 30 days by applying on-page SEO best practices (metadata, URLs, internal linking, B2B intent content).
- Designed content workflows for product listings, ensuring accurate descriptions, visuals, and technical details that supported both SEO ranking and sales enablement.
- Applied SQL on GA4 event data to segment high-value visitor journeys, refining content strategy and boosting engagement time by 25%.

Digital and Content Marketing Intern (EnerSys - Reading, PA)

July 2024 – Sept 2024

- Identified 50+ strategic keywords with SEMrush; created competitor gap analysis to guide blog content.
- Built 10+ GDPR-compliant Pardot email templates with HTML/CSS and CTAs, increasing engagement and CTR.
- Leveraged AI tools to localize marketing content, expanding international outreach (AMER, EMEA, and APAC).
- Tracked 15+ KPIs across LinkedIn, email, and PPC campaigns, providing actionable insights into campaign performance.

Digital Marketing Associate (Logic Auto - Boston, MA)

Sept 2023 – Dec 2023

- Automated scraping of 4,000+ service provider lists with custom APIs, enriching the SaaS platform database and streamlining data workflows.
- Contributed to the creation of 35+ blogs, 20+ email templates, and feedback forms for a 1000+ user outreach.
- Ran comprehensive keyword research with Google Keyword Planner, aligned with user search intent and SEO.

PROJECTS

PopIn – Capstone

Sept 2024 – Dec 2024

- Designed and automated segmented by setting up tags for email campaigns in Mailchimp.
- Built templates to optimize engagement workflows for event marketing.