

JAY PATEL

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PROFILE

Digital Marketing graduate experienced in delivering integrated campaigns across paid, owned and earned channels, producing multi-format content (audio, video, written, photography) and reporting on campaign performance. Skilled at driving acquisition and engagement across a defined audience, gained through leading a 1,200+ student community as SGA President and paid campaign delivery across Google, TikTok, Meta and Snapchat.

WORK EXPERIENCE

Digital Marketing Assistant - ScalezMantra LLP, Nadiad, India

May 2022 – Aug 2024

- Led an organic TikTok content strategy for a skincare/beauty client (Phero Perfume) that generated +\$13,900 monthly revenue and 15M+ video views with zero ad spend, growing followers by 17,249 and driving 24,976 additional website visitors within one month.
- Planned and delivered integrated campaigns spanning SEO, paid social (Google, TikTok, Instagram, Facebook, Snapchat) and CRM-led retention, increasing international leads by 35% - direct experience nurturing prospects along an acquisition-to-conversion journey.
- Built and optimized a Shopify-based e-commerce site, structuring content for SEO performance and aligning messaging with brand guidelines across channels.
- Managed lead conversion pipelines for a client (S.K. Academy), tracking performance data to refine targeting and improve conversion rates - early experience in campaign reporting and optimization.

Team Leader - Tesco PLC, Shirley, UK

Feb 2023 – Present

- Coordinate shift operations and staff communication for a high-traffic retail store, maintaining service standards under time pressure - transferable stakeholder management and prioritization skills for a fast-moving marketing team.

CONTENT & CAMPAIGN PROJECTS

Host & Producer - "Campus" Podcast – Richmond Audio Project

2025 – 2026

- Produced and hosted a multi-episode student podcast end-to-end: scripting, guest interviews, episode descriptions and audio editing (DaVinci Resolve), publishing to Spotify.
- Developed the show's visual brand - poster design, Instagram promotional assets and a commissioned jingle - ensuring consistent content across audio and social channels.
- Coordinated student guests and contributors as content collaborators, comparable to managing a student ambassador content pipeline.

Creative Strategist - D&AD New Blood Brief - Dishoom ("Bring Back Chai-Sutta")

2025

- Developed a full campaign concept from big idea to activation ("The Open Table") and delivered the presentation script - end-to-end integrated campaign planning experience, from strategy to creative execution.

LEADERSHIP EXPERIENCE

President, Student Government Association – Richmond University, London

Apr 2025 – May 2026

- Lead a team of nine delivering engagement campaigns and events (e.g. a 90-student Winter Ball) to a student body of 1,200+, managing communications, promotion and turnout across the full student journey.

President, Bharat Society | VP Campus Life (SGA) – Richmond University, London

Sept 2023 – Apr 2025

- Organized and promoted cultural events, managing content and outreach to drive attendance; grew campus event participation by 10% as VP Campus Life.

EDUCATION

B.A. Digital Marketing – Richmond, The American University in London

Jan 2023 – May 2026

- GPA: 3.69. Relevant modules: Digital Marketing & Social Media, Marketing Planning and Strategy, Consumer Behavior, Integrated Marketing Communications.
- Quantitative project applying chi-square analysis in SPSS to customer review/sentiment data - foundational marketing analytics and reporting experience.

AWARDS & CERTIFICATIONS

- The Pitch 2023 - Winner, Best Business Pitch (The Matrix)
- Dean's List, Richmond University - GPA 3.5+ maintained for 7 consecutive semesters
- D&AD Bridging the Gap - Dishoom brief, successful completion

SKILLS

Integrated campaign planning • Content creation (written, audio, video, photography) • Paid social (Google, TikTok, Meta, Snapchat Ads) • Email marketing (Mailchimp) • Website/CMS (Shopify, WordPress) • Community & stakeholder management • Campaign reporting & analytics (SPSS, platform ad analytics) • Adobe/DaVinci Resolve • Canva • Trello • Microsoft Suite