

DRISHTI PATEL

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Motivated Digital Marketing and Analytics graduate with expertise in campaign management, operations, and data-driven decision-making. Experienced in research, process optimization, and teamwork, with a passion for sustainability and delivering impactful results.

KEY SKILLS

- **Digital Marketing:** Proficient in social media strategy, campaign management, content marketing, and analytics.
- **Customer Service:** Adept at resolving customer concerns professionally, ensuring satisfaction in fast-paced environments.
- **Team Collaboration:** Effective team player with excellent communication and problem-solving abilities.
- **Design Expertise:** Skilled in Adobe Photoshop, Canva, Blender, Davinci Resolve, and Figma.
- **UI/UX Design:** Hands-on experience in wireframing and user-centered design.
- **Data Analysis & Reporting:** Proficient in Microsoft Excel and Tableau for complex data processing, visualization, and actionable insights.
- **Soft Skills:** Strong communication, collaboration, multitasking, and exceptional problem-solving abilities.

TECHNICAL SKILLS

- **Data & Office Tools:** Salesforce, Microsoft Excel, Word, PowerPoint, Outlook, and Tableau for data analysis, reporting, and presentations.
- **Creative Tools:** Adobe Creative Suite (Photoshop, Premiere Pro), Figma, Blender, Davinci Resolve, Canva.
- **Marketing Platforms & Operating Systems:** Mailchimp, Windows, macOS.

WORK EXPERIENCE

Customer Service Associate

Jun. 2023 – Present

Mary Brown's Chicken, Thunder Bay, Ontario

- Delivered exceptional customer service by professionally managing inquiries, resolving issues, and ensuring a welcoming experience for customers in a high-paced environment.
- Collaborated with team members to maintain operational efficiency, adhering to company standards and implementing the first-in, first-out method for inventory management.
- Identified and implemented process improvements to streamline service delivery, enhance organization, and boost overall customer satisfaction.

Digital Marketing Assistant

May 2022 – Mar. 2023

Dreamz Advertising, Gujarat, India

- Conducted client requirement research to inform campaign strategies, aligning with business objectives.
- Prepared performance and ROI reports analyzing campaign metrics, customer engagement, and conversion trends to guide strategy optimization.
- Utilized Excel to manage large datasets, create performance dashboards, and optimize data workflows.
- Collaborated in a dynamic teamwork environment, coordinating tasks, sharing insights, and supporting diverse project requirements.
- Designed and implemented effective strategies to identify potential growth opportunities, leading to increased client engagement and improved revenue outcomes.
- Assisted with administrative work, such as maintaining documentation, scheduling, and internal communication.
- Conducted market research to stay informed on industry trends, competitors, and customer demands.
- Designed and verified invoices, ensuring alignment with client expectations.

PROJECTS

Habitat for Humanity Restore – Capstone Project

Dec. 2024

Confederation College, Thunder Bay, Ontario

- Led the team in managing project timelines, assigning roles, and ensuring collaboration across tasks such as social media strategy, video production, and campaign execution.
- Developed a digital marketing strategy to enhance brand awareness and community engagement.
- Designed a landing page using Figma and optimized it for increased traffic and retention.
- Created and managed a content calendar in Excel to plan and schedule social media posts.
- Produced a video promoting donations and the store's mission.
- Utilized SEMrush and proposed an SEO strategy with keyword research to improve digital visibility.
- Developed a detailed marketing budget in Excel, ensuring optimal allocation of resources.
- Link to Project: [Habitat for Humanity ReStore](#)

Echoes – Trailer Project

Nov. 2024

Confederation College, Thunder Bay, Ontario

- Led the team through brainstorming sessions and creative planning, ensuring collaboration and successful execution of the project vision.
- Developed the theme and narrative through in-depth research on suitable shots, locations, and environmental aesthetics to align with the story's mood.
- Created a detailed storyboard to structure the visual flow, ensuring each shot contributed to the overall narrative impact.
- Selected and framed shots to highlight the chosen environment, utilizing natural elements to enhance the mood and atmosphere.
- Designed and synchronized audio elements, including ambient sounds and music, to create a cohesive and immersive experience.
- Used Davinci Resolve to compile footage, perform color grading, and refine visuals for cinematic quality.
- Link to Project: [Echoes Trailer](#)

Academic Research Projects

2023-2024

Confederation College, Thunder Bay, Ontario

- Leveraged Tableau to create dashboards and interpret key insights from research findings.
- Utilized Excel for data organization, analysis, and visualization.
- Explored topics such as sustainability, SEO strategies, digital campaign effectiveness, and First Nations culture.
- Guided team discussions and delegated research responsibilities, ensuring thorough analysis and timely project submissions.
- Link to Project: [Historical Ideas Around Gender and Sexuality in First Nations Culture](#)

Mischievous Box of Mystery

Dec. 2021

Bharathiar University, Coimbatore, India

- Developed a storyboard to plan key scenes, character interactions, and transitions.
- Conducted research on object dynamics, motion physics, and playful environments to create realistic and engaging animations.
- Applied advanced 3D animation techniques, including particle effects and dynamic simulations, to bring the story to life.
- Took initiative to manage timelines, allocate resources, and ensure all creative elements were completed effectively within the project scope.
- Refined the animation through iterative feedback and optimized rendering for smooth visual output.
- Link to Project: [Mischievous Box of Mystery](#)

EDUCATION

Digital Marketing and Marketing Analytics

May 2023 – Dec. 2024

Confederation College, Thunder Bay, Ontario

- **Related Coursework:** Integrated Marketing Communications, Entrepreneurship, Social Media Internet Marketing, Project Management, Data Integrity & Organization, Capstone Project.
- **Software Utilized:** Advanced use of Excel, Tableau, and marketing platforms like Mailchimp for projects and assignments.
- Conducted extensive research on consumer behavior, market analysis, and digital marketing trends, and also gained knowledge of Salesforce.

Bachelor of Science in Animation & Visual Effects

Jun. 2018 – Dec. 2021

Bharathiar University, Coimbatore, India

- **Related Coursework:** Animation, Modelling, Rigging, Lighting, Animation Art, Storytelling, Compositing, Digital Image Compositing.
- **Software Utilized:** Blender, Adobe Photoshop, Davinci Resolve, and Maya to create animations and visual effects.

CERTIFICATIONS

- Google UX Design, Google.
- Google Analytics 4, Google.
- HubSpot Content Marketing, HubSpot Academy.
- Google Ads Search Certification, Skillshop.
- Salesforce Essential Training, LinkedIn.
- Email Marketing, HubSpot Academy.
- Tableau Essential Training, LinkedIn.
- Reconciliation Education, First Nations University of Canada.

LANGUAGES

Language	Proficiency	Additional Details
English	Professional	IELTS Overall Band: 7.5 Listening: 9.0, Reading: 7.5, Writing: 7.0, Speaking: 7.0
French	Beginner	Learning conversational and written skills
Hindi	Native	Excellent in verbal and written communication
Marathi	Native	Fluent in verbal and written communication
Gujarati	Native	Proficient in formal and informal contexts