



# Rishi Patel // MULTIDISCIPLINARY MARKETING LEADER

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I help ambitious brands level up their marketing using strategically engineered, creatively inspired, and technically sound marketing tactics.

From complex e-commerce website builds, to quick-yet-effective brochure designs, to large multi-month direct mail campaigns – you'll be hard pressed to find one resource that is ready to help you quite as completely as I can.

**Let's talk about how to level up your marketing!**

## Industry Experience

- » Foodservice + Hospitality
- » Manufacturing
- » Healthcare
- » Real Estate
- » Construction + Home Services
- » Nonprofits
- » Consumer Goods
- » Professional Firms
- » Ecommerce
- » Personal Branding

## 6 REASONS TO HIRE ME



### EXPERIENCE

I have completed over 600 projects over a span of 10+ years – all geared towards helping small to mid-size businesses grow.



### COMMUNICATION

My vast experience has taught me the importance of concise, frequent communication.



### VERSATILITY

My skill set ranges from marketing strategy to visual design to web development. You can be sure that few people can understand "big picture" marketing like I can.



### SPEED

I work fast. In most cases I've been there, done that – which means that you benefit from fast project completions and less billable hours.



### ATTENTION-TO-DETAIL

A keen attention-to-detail means that your project gets done correctly the first time



### CANDOR

I will tell you what you need to be told, not what you'd like to hear. My goal is to create long-standing relationships rooted in value & ROI.

## Skills + Expertise

Key: Proficient Comfortable Expert

### Marketing

- Search Engine Optimization
- Direct Mail Marketing
- Lead Nurturing
- Ecommerce Marketing
- Marketing Automation
- Social Media
- Paid Traffic
- Content Marketing
- Customer Segmentation
- Conversion Optimization
- Brand Messaging & Management
- Product Marketing
- Reporting + Analytics
- Go-to-Market Strategies
- Sales Enablement
- Marketing Operations

### Creative

- Copywriting
- Web Design
- Print Design
- UX/UI Design
- Identity Design
- Typography

### Technical

- WordPress
- Adobe Creative Cloud
- SQL
- CSS/SASS
- Salesforce
- PHP
- HTML5
- Javascript/JQuery
- Tableau
- Email Deliverability
- Office
- Google Analytics
- Hubspot

## Certifications + Affiliations

**Google Analytics:** Individual Qualification

**DigitalMarketer.com:** Certified Customer Value Optimization Specialist, Certified Search Marketing Specialist, Certified Direct Response Copywriting Specialist, Certified Email marketing Specialist, Certified Optimization & Testing Specialist

**United States Postal Service:** Mailpiece Design Specialist