





Noah Patel

Digital Marketing Strategist

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Work Experience

XANT – Digital Marketing Strategist

2020 - current

Provo, UT

- Led a backlink strategy that helped XANT increase domain authority by 62% over 7 months.
- Introduced 3 lead nurturing programs in Marketo, **assisting the sales team to bring in 37% more qualified leads every month.**
- Launched 4 email marketing campaigns on Mailchimp, enhancing previous open rates by 5.3% over six months.
- Revamped the company's WordPress website, improving user experience and site traffic by 21% according to monthly feedback.

Vivint Smart Home – Digital Marketing Specialist

2018 - 2020

Provo, UT

- Spearheaded data-driven content adjustments with the help of Google Analytics for each season which allowed the main website to consistently rank on the first page of Google.
- Improved search engine rankings for 13 key smart home product terms using Moz, achieving top 6 rankings for all, eventually accelerating organic traffic by 54% within one year.
- Single-handedly managed 79 leads on Pipedrive, **converting 37% into paying customers through consistent follow-ups and personalized ads.**
- Developed the company's first lead-scoring system that increased sales team output by 27%.

Qualtrics – Social Media Coordinator

2016 - 2018

Provo, UT

- Implemented the latest SEO practices, increasing organic search traffic for Qualtrics's official Facebook page by 21%.
- Ideated trendy video content with the graphics team on InVideo, which led to a 44% boost in video views on YouTube.
- Designed a year-end seasonal content campaign that **grew content engagement rates by 12% across all social media platforms.**
- Analyzed current Instagram metrics of the company on SocialBee to refine strategies and produce new content, resulting in a 32% uptick in followers within the first five months.

Education

Brigham Young University – Bachelor of Science, Marketing

2012 - 2016

Provo, UT

Skills

Google Analytics; Moz; SocialBee; Mailchimp; WordPress; Google Ads; Pipedrive; Marketo; Canva; InVideo