

Payal Patel

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PROFILE

Social Media & Digital Marketing Specialist with hands-on experience in managing campaigns, influencer collaborations, and content creation. Skilled in building brand identity, crafting UGC-based strategies, and leveraging AI tools for visuals and video content. Experienced in handling both Indian and international brands across industries. Passionate about trends, creative storytelling, and executing strategies that drive engagement and growth.

WORK EXPERIENCE

ALPHA BETA SOLUTIONS

SOCIAL MEDIA EXECUTIVE

Dec 2024 – Jul 2025

- Managed end-to-end social media campaigns across platforms (Instagram, Threads, Facebook, Twitter, LinkedIn, Pinterest, YouTube).
- Handled multiple brands: Quicklly (US-based food delivery platform), Recz (recommendation-based app), PCM Masale (spices and condiments), Ticksn'Travel (travel packages and deals), Pet Care AI (AI-based pet care app), Body Care & Craft (salon brand), Green World Design (landscaping and interior designing) & more.
- Conceptualized and executed campaigns to increase brand visibility and engagement.
- Created and appeared in brand and UGC videos, improving audience connection and trust.
- Collaborated with influencers for organic growth and brand partnerships.
- Designed creatives using Canva and AI-based tools, aligning with brand aesthetics.
- Researched and adapted social media trends to enhance campaign performance.

MEMBRANE STUDIOS

SOCIAL MEDIA INTERN

Aug 2024 – Oct 2024

- Created content strategies and influencer outreach plans for client brands.
- Designed visual assets using Canva and contributed to client growth through engaging content.
- Assisted in planning and executing digital campaigns aligned with brand tone and audience.

THE LIFESTYLE LOG (INSTAGRAM ACCOUNT)

SOCIAL MEDIA ACCOUNT MANAGER

Jun 2024 – Aug 2024

- Designed brand identity elements (logo, layout, thumbnails) and maintained visual consistency.
- Developed creative reel concepts and Gen Z-targeted content strategies.
- Increased engagement and strengthened online community presence through relatable storytelling.

EDUCATIONAL BACKGROUND

BACHELOR OF MANAGEMENT STUDIES (MARKETING)

K.E.S. B.K. Shroff College

2021 – 2024

CERTIFICATIONS

Digital marketing

Public Speaking

Project Management

TECHNICAL SKILLS

- Platforms: Instagram, Threads, Facebook, Twitter (X), LinkedIn, Pinterest, YouTube
- Tools: Canva, AI-based Design & Video Tools
- Campaigns: Social Media Strategy, UGC, Influencer Marketing
- Analytics: Instagram Insights, Basic Google Analytics
- Ads: Basic Meta Ads (FB & IG)

SOFT SKILLS

- Creative Problem-Solving
- Trend Research & Adaptation
- Strong Ideation

LANGUAGES

English

Hindi

Gujarati