

## Contact

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(LinkedIn)

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(Other)

## Top Skills

SEM

Web Analytics

PPC

## Languages

Hindi (Full Professional)

Hungarian (Elementary)

English (Native or Bilingual)

## Certifications

Prince2 Foundation

Google AdWords Certified Individual

Eloqua B2B masters

SEO Specialist Qualification

## Honors-Awards

Enterprise Program Award 2016

## Publications

Online marketing & Google analytics

# Daxesh Patel

Head Of Digital at Modern  
Greater Bristol Area, United Kingdom

## Summary

I believe in a data driven approach to craft innovative & engaging digital experiences for leading brands across the world. And, have a passion for delivering the wholly grail of personalisation at scale - relevant, timely, messaging and an audience-first approach to digital and wider marketing.

My 10+ year of experience in digital space, delivers business outcomes across the entire digital life-cycle from audience mapping, digital channel strategy, campaign management, marketing optimization and customer analytics.

- Online Marketing Strategy & Communication Consulting
- Email Campaign Management (Marketing Automation)
- Search Engine Marketing (SEO - Organic & SEA - Advertising)
- Social Media Marketing (SMO - Optimization & SMA - Advertising)
- Integrated Digital Marketing Strategy & Implementation

Industries: Automotive, Travel, Finance & Insurance, Telecom, Job, Retail - B2B & B2C

Specialties: Digital Marketing Strategy & Planning, Search Engine Marketing, Email Marketing, Social Media Marketing, Digital Advertising, Web Analytics, Web Product Management, Project Management, Campaign Management and Online Branding.

- PPC tools: DoubleClick for Advertisers, Kenshoo, DFA, Marin, Adgooroo

- Marketing Automation: Eloqua

- SEO tools: Linkdex, Pi-Datametrics, aHref, Moz, Majestic SEO, Screaming Frog, Search Console

- Analytics tools: Google Analytics, Adobe Analytics (Omniure), Google Tag Manager
- CMS: Sitecore, Wordpress, Drupal, Joomla

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## Experience

### Modern

2 years 7 months

#### Head Of Digital

January 2020 - Present (1 year 7 months)

Bristol, United Kingdom

#### Performance Marketing Manager

January 2019 - January 2020 (1 year 1 month)

Bristol, United Kingdom

### Vodafone Global Enterprise

#### Digital Campaign & SEO Manager

April 2014 - December 2018 (4 years 9 months)

Budapest, Hungary

Responsible for developing and executing global/national marketing programs while assisting with the planning, development and execution of highly effective multi-touch, multi-channel demand generation programs that support pipeline goals. Have successfully implemented complex campaigns stretching the limits of possibilities within marketing automation platform.

Partnered with global account teams to translate their marketing requirements to create functional campaigns within marketing automation framework.

Responsible for leading SEO strategy, planning, execution and optimisation for the growth of Vodafone's organic traffic within the B2B segment. Define and implement SEO compliance and best practices by working with local markets to drive quality traffic to Vodafone Enterprise section of the websites.

Conduct leading edge techniques in deep data SEO analysis to identify UX and other technical issues through SEO audit to improve search visibility of Vodafone Enterprise within various local markets. Provide key insights on optimisation strategies and performance of Vodafone Enterprise websites on agreed KPIs.

Lead to increase awareness about SEO and related best practices through webinars and support. Assist with the building of SEO amplification programs that drive internal and external link building by coordinating with local markets for the development of different types of content focused on agreed personas.

## Omnicom Media Group

### PPC Manager

March 2010 - October 2013 (3 years 8 months)

Hungary

Managed large scale ad-spend across 20+ clients including Fortune 500 companies.

Efficiently executed client online marketing solutions in collaboration with agency teams and coordinating cross-discipline groups/agencies, from content to technology. Pre-sales engagement work including proposal development.

Develop, recommend, and execute the plan, account, & campaign strategy. Conduct deep data analysis to inform strategic marketing insights and optimisation requirements. Drive full client management to provide critical insights on optimisation strategy, training and issue resolution.

Lead AdWords and Facebook training for clients. Achieved results in PPC campaigns above expectations for conversions and profitability in overall results and product-specific pushes; For a particular client within travel segment increased profit by more than 900% over previous year's cruise high season results and an increase in online bookings on a 50% YOY reduction in media budget.

## Inform Media Kft / CVO Group Kft

### Product & Online Marketing Manager

January 2007 - February 2010 (3 years 2 months)

Hungary

Designed product planning initiative for identifying new consumer technologies & revenue opportunities, market requirements and product strategy. A strong, proactive role to ensure that the product is designed for usability.

Strategic planning and implementation of complex SEO, SEM and Social Media strategies to achieve market leadership.

Led ROI optimisation through web analytic to develop and implement key web metrics across multiple sites.

A central member of corporate management, marketing, and consulting teams, bringing creative energy and marketing focus to high-level strategic planning and key decisions.

### Self Employed

#### SEM Consultant

September 2006 - November 2006 (3 months)

Noida Area, India

### Whizlabs Inc

#### Manager, Online Marketing

August 2004 - August 2006 (2 years 1 month)

New Delhi Area, India

### Icreon Communications Pvt. Ltd.

#### SEM Manager

January 2002 - July 2004 (2 years 7 months)

New Delhi Area, India

### Global Softech Inc.

#### SEM/Product Manager

January 2000 - December 2001 (2 years)

Vadodara Area, India

Responsible for the online promotion of the company's sister website for better visibility on Internet through various means of Internet Marketing which included E-Mail Marketing and Search Engine Marketing (SEM).

SEM included creating strategies for Natural Search Engine Optimization (Keyword Research, Competitive Analysis, Website Submission, and Link Popularity), and paid inclusion in Yahoo and LookSmart.

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## Education

### Utkal University

Bachelor, Commerce · (1995 - 1998)

### Orissa Council of Higher Secondary Education

Higher Secondary Certificate, Science · (1993 - 1995)

Stewart School

Indian Certificate of Secondary Education · (1981 - 1992)