



Dax Patel  
Head of Digital

👤 Profile

With over 20 years in digital marketing, I specialise in performance-driven strategies for Paid Search and Paid Social. I've managed ad budgets over £10 million across Google Ads, LinkedIn, and Facebook, focusing on maximising campaign effectiveness and achieving marketing goals.

Experience:

- ☞ **Digital Marketing Leadership:** Has over 20 years of experience in leading performance-driven digital marketing strategies across various channels and platforms.
- ☞ **Diverse Portfolio of Global Brands:** Has worked with a wide range of renowned brands, such as Vodafone, Disney+, Unilever, Canon, and Sony, across different industries and markets.
- ☞ **PPC, Paid Social and SEO Expertise:** Has managed large-scale PPC and SEO campaigns, achieving remarkable results in terms of ROAS, conversions, traffic growth, and organic visibility.
- ☞ **Data-Driven and Analytical Approach:** Has leveraged data analytics and reporting tools to measure and optimize campaign performance, generate insights, and align with business objectives.
- ☞ **Process Improvement and Automation Skills:** Has implemented process enhancements and harnessed AI and ML technologies for automation, resulting in heightened operational efficiency.
- ☞ **Awards and Recognition:** Has received several awards and recognition for strategic partnership, exceeding targets, and producing award-winning work.

📁 Employment History

Digital Marketing Consultant at Superb Digital, Bristol  
March 2024 — October 2024

Developed and executed strategic plans leveraging data-driven insights to drive performance, maximise ROI, and align marketing initiatives with client objectives. Tailored campaigns to client-specific goals using advanced analytics and methodologies such as CRO, customer journey mapping, and omnichannel personalisation to achieve sustainable growth.

- Building on previous experience at Superb Digital, working as a digital marketing consultant to further optimise clients' digital marketing strategies.
- Refined PPC campaigns through in-depth data analysis and competitor benchmarking, leading to a 10% reduction in cost per click (CPC) and a 7% increase in click-through rate (CTR) for key clients, in line with industry averages. Utilised advanced

Details

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Nationality  
Hungarian Citizenship  
(OCI - NRI)  
**No Sponsorship Required**

Links

[Daxesh Patel](#)

Skills

- Decision Making
- Adaptability
- Leadership Skills
- Excellent Communication Skills
- Project Management Skills
- Digital Marketing
- Digital Strategy
- Stakeholder Communication

Hobbies

Photography, Machine Learning, Generative AI, Process AI, Technology, Philosophy, Psychology, Meditation and Movies

Languages

English

audience segmentation techniques to better align ads with customer intent.

- Developed bespoke performance dashboards for clients, facilitating data-driven decision-making and enabling real-time campaign adjustments to maximise ROI, resulting in a 12% improvement in campaign performance. Introduced predictive analytics to forecast campaign outcomes, allowing proactive optimisation.
- Continuously explored AI-driven solutions to improve campaign efficiencies, reducing manual tasks by 23%, leading to more streamlined workflows.
- Provided personalised strategic recommendations to meet unique client needs across diverse sectors, resulting in a 13% improvement in client satisfaction scores, as measured by post-project feedback. Focused on aligning marketing initiatives with broader business objectives to ensure sustainable growth.

## Head of Paid Media at Superb Digital, Bristol

July 2023 — February 2024

I have played a pivotal role in transforming the company's performance marketing endeavours, significantly enhancing customer acquisition, engagement, and conversion across a variety of digital channels.

Key responsibilities included:

- **Performance Marketing Strategy:** Crafted and executed a comprehensive performance marketing strategy, ensuring it aligns seamlessly with the company's objectives and delivers tangible results in terms of customer acquisition, engagement, and conversion.
- **Search and Social Campaign:** Spearheaded the management of both paid search and social campaigns, alongside organic social media efforts, culminating in improved brand visibility, robust lead generation, and increased web traffic.
- **Conversion Optimisation:** Identified and exploited opportunities to optimise website and landing page performance, leading to enhanced conversion rates and a superior user experience.
- **PPC Project Management:** Administered a variety of PPC projects from the initial strategy phase through to execution, ensuring strict budget adherence and efficient use of project management tools such as MS Project, ClickUp, and Smartsheet.
- **Process Improvement and AI Automation:** Implemented process enhancements and harnessed AI and ML technologies for automation, resulting in heightened operational efficiency.
- **Performance analysis and Reporting:** Conducted monthly project reviews and client reporting, utilising the insights gained for ongoing improvement and adaptation to market trends.

Key achievements include:

- **Remarkable ROAS Enhancement:** Successfully implemented and optimised paid advertising campaigns for an ecommerce client using Google Ads, achieving a staggering 123% increase in ROAS from 5.2 to 11.6 within a mere two-month period.

## Digital Marketing Consultant, Bristol

June 2022 — June 2023

## Head of Digital at Modern, Bristol

January 2019 — May 2022

As the Head of Digital Marketing at Modern, I played a pivotal role in transforming the digital marketing landscape of the company. Starting as a solo player, I successfully built a diverse team of seven professionals, including a Head of SEO & Data Analytics, a Data Analyst, two PPC Managers, and two Digital Marketing Executives.

Key responsibilities included:

- **Digital Marketing Strategy:** Devised a comprehensive performance marketing strategy to drive customer acquisition, engagement, and conversion across all digital channels.
- **Search and Social Campaign:** Managed paid search, paid social, and organic social media campaigns to boost brand visibility, generate leads, and drive website traffic.
- **Conversion Optimisation and SEO:** Identified opportunities for website and landing page optimisation to enhance conversion rates and user experience. Conducted SEO audits and on-page optimisation to increase organic search visibility.
- **Email Marketing and CRM Management:** Orchestrated targeted email marketing campaigns to nurture leads and build relationships. Utilised HubSpot CRM for customer data management and campaign performance tracking.
- **Relationship Building:** Fostered strong relationships with potential clients, industry influencers, and strategic partners. Collaborated with internal teams to align marketing efforts with business objectives.
- **PPC Project Management:** Oversaw numerous PPC projects from the inception of strategy to its execution, whilst meticulously managing budgets to guarantee adherence to campaign expenditure. Utilised project management tools such as MS Project, ClickUp, and Smartsheet to proficiently oversee budgets and ensure campaign spend remained on track.
- **Process Improvement and Automation:** Streamlined key processes and leveraged AI and ML technologies for automation, enhancing overall efficiency.
- **Team Management and Communication:** Managed a team, setting objectives and fostering professional development.

Communicated marketing strategies to stakeholders, promoting a culture of transparency and collaboration.

- **Monthly Reviews and Reporting:** Conducted monthly project reviews and client report evaluations, facilitating continuous improvement and adaptation to market changes.

Key achievements include:

- **Increased Conversions:** Implemented activities that increased conversions by 57% in Hyland's main US market and increased the conversion rate by 90% during the challenging pandemic conditions of 2020.
- **Successful Strategy Rollout:** Developed a program that was successfully rolled out globally, demonstrating the effectiveness of the strategies implemented.
- **Implementation of Sirius Decisions Framework:** Aligned all reporting with Sirius Decisions Buyer Journey Map, so all reporting could be rolled up against buyer stage. Defined four classic stages and then mapped content mapped to each one.
- **Developed Real-Time Budget Tracker:** Engineered a real-time budget tracker that effectively managed a budget split across multiple regions, languages, budget lines, and platforms. This tool provided daily performance updates for various clients, leading to a 23% improvement in budget allocation efficiency and a 16% reduction in overspending across all campaigns
- **Recognition:** Received recognition from Hyland's CMO for strategic partnership, ability to adapt in a continuously changing digital landscape, exceeding targets, and producing award-winning work.

Digital Campaign & SEO Manager at Vodafone Global Enterprise,  
April 2014 — December 2018

- **Revenue:** Strategised a successful customer retention programme, resulting in a 27% increase in revenue.
- **TCV:** Generated over £2m of additional TCV through targeted events and campaigns.
- **Reduced CPA:** Achieved a 5% reduction in cost per lead through marketing automation.
- **Lead volume:** Increased marketing qualified leads by 12% and improved click to conversion rate by 21.5%.
- **SEO Strategy:** Devised and executed an SEO strategy across international Vodafone sites, leading to approximately 60M visits/month.
- **Traffic Growth:** Over the 12-month period, Vodafone experienced a remarkable **40.22%** increase in organic traffic. This surge took the annual site visits from 89.5 million to an impressive 125.5 million, indicating a significant boost in online visibility and audience reach.
- **Improved Site Architecture:** The execution of large-scale changes across hundreds of thousands of pages led to a more optimised site structure. This not only contributed to the ease of navigation for users but also enhanced the website's

crawlability and indexability by search engines, further boosting SEO performance.

- **Enhanced User Experience:** The focus on user experience enhancements resulted in a more intuitive and user-friendly website. This not only contributed to increased visitor engagement but also likely influenced better conversion rates, aligning with Vodafone's broader marketing objectives.
- **Market Specific Tailoring:** The adoption of tailored SEO strategies for different international markets, considering their unique characteristics, helped in effectively targeting and engaging the audience in each region, particularly in markets with the largest customer bases like the UK and India.

### Digital Marketing Consultant

November 2013 — March 2014

- **SEO Consultancy for Top Hungarian Business:** Performed an extensive SEO audit and successfully implemented the remedial actions, resulting in a 40% surge in organic search visibility and enhancing their online footprint.
- **Travel Industry Startup:** Undertook a dual role of marketing and product evolution, steering the product line-up to echo market dynamics and customer requirements.
- **Digital Strategy for Monster Jobs:** Devised and implemented a PPC strategy for Monster Jobs, culminating in a 63% reduction in Cost Per Apply, which further led to a 207% boost in high-caliber applications and amplifying the success of their recruitment drives.

### PPC Manager at Omnicom Media Group

March 2010 — October 2013

- **Ads spend:** Managed large-scale ad-spend across 20+ clients, overseeing over €5 million in ad spend.
- **Training:** Led Google AdWords and Facebook training for clients including Unilever.
- **Revenue:** Increased profit by more than 900% over the previous year's cruise high season results for a travel client.

### Product & Online Marketing Manager at Inform Media / CVO Group

January 2007 — February 2010

### SEM Consultant

September 2006 — November 2006

### Online Marketing Manager at Whizlabs Inc

August 2004 — August 2006

### SEM Manager at Icreon Communications Pvt Ltd

January 2002 — July 2004

### SEM/Product Manager at Global Softech Inc

January 2000 — December 2001

## Education

Bachelor of Commerce, Utkal University

## 🎓 Courses

- Google Ads Search Certification
- Google Ads Display Certification
- Eloqua B2B Masters
- Prince2 Foundation
- Conversational Marketing Certified - Drift

## 🏆 Notable Accomplishments Across the Career

- Received B2B Marketing Award in 2021 (B2B Maxcom)
- Conferred with Global Search Awards in 2021
- Shortlisted for B2B for 2021 for lead generation on a nurture campaign
- Nominated for best use of Search B2B in Global Search Awards 2021
- Presented with B2B Agency Award in 2000
- Won Enterprise Program Award 2016

## Tools and Platforms

### Performance Marketing

- **Pay-Per-Click (PPC) Advertising:** Google Ads, Microsoft Advertising, Amazon Advertising
- **Social Media Advertising:** Facebook Ads, Instagram Ads, LinkedIn Ads, Twitter Ads, TikTok Ads
- **Email Marketing:** Eloqua, HubSpot, Mailchimp, Constant Contact, SendinBlue
- **Social Media Automation:** Buffer, Hootsuite, Sprout Social
- **CRM Integration:** HubSpot, Salesforce, Zoho CRM

### Search Engine Optimisation (SEO)

- **Keyword Research:** SEMrush, Ahrefs, Moz, Google Keyword Planner
- **On-Page SEO:** Pi-Datametrics, Linkdex, Yoast SEO, Rank Math, All in One SEO Pack
- **Technical SEO:** Screaming Frog, DeepCrawl, Sitebulb, Google Search Console
- **Backlink Analysis:** Majestic SEO, Ahrefs, Buzz Sumo,
- **Local SEO:** Bright Local, Moz Local

### Web Analytics

- **Web Traffic Analysis:** Google Analytics, Adobe Analytics
- **User Behaviour Analysis:** Hotjar, Crazy Egg
- **A/B Testing:** Optimizely, Google Optimize
- **Conversion Rate Optimisation:** Unbounce, Instapage, Leadpages
- **Data Visualisation and Reporting:** Google Looker Studio, Tableau, Power BI
- **Tag Management:** Google Tag Manager
- **CMS:** WordPress, Joomla, Drupal, Adobe Experience Manager (AEM), Sitecore