

PUJA PATEL

CONTACT

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EDUCATION

B.S Merchandising
Ohio State University
2006 – 2010

SYSTEMS

Microsoft Office
Adobe Creative Suite
PLM
SQL
Tableau
Salesforce
Salesforce Marketing Cloud
HubSpot
Shopify
Google Analytics
Google Ads
Facebook Ad Manager
Pinterest Ads
Amazon/eBay/WM
Marketplace
Mailchimp
Bronto

INTERESTS

Improv Comedy
Second City

Extra
And Just Like That

Brand Influencer
Small Luxury Hotels

WORK EXPERIENCE

COMPASS – Senior Manager, Demand Generation, Sep 21 - Current

- Established / lead the demand generation program, scaling it into a \$500M+ business in under 2 years
- Drive growth initiatives emphasizing conversion and activation programs ; Implemented lead scoring system, shortening sales cycles and achieving a +110% increase in lead-to-agent conversion rates
- Develop data-backed campaigns, objectives, and experiments ; Achieved a +240% improvement in YoY campaign performance
- Build critical tech infrastructure, enhancing data-driven decision-making ; Optimized overall sales efficiency by +40%
- Produce innovative and engaging website, mobile app and creative content that align marketing / merchandising strategies with product offerings, enhancing user engagement and brand appeal

HOMEDICS – Performance Marketing Manager, Jul 20 – Sep 21

- Managed \$20M+ in site / paid media strategy, achieving a 6X increase in total conversions within 9 months
- Led PPC strategy for Amazon, Walmart, and eBay; Improved total ACOS for business by 47%
- Developed a companywide media mix model, increasing profit by dollar spent by \$0.50
- Identified new channels for growth and optimization; Launched TikTok campaign resulting in 1.7M impressions and a 15 ROAS
- Managed vendor selection and onboarding for 15+ marketing partners and networks

GROUPON – Merchandising / Marketing Strategy & Planning Manager, Feb 19 – Jul 20

- Led vertical strategy and delivered actionable insights; Achieved a +63% improvement in category conversion rate through testing and onsite experiments
- Built and ran \$10M+ paid media business; Strategized with cross-functional partners for budget, KPIs, target audiences, execution, optimization and reporting
- Drove an integrated marketing approach for Groupon's largest brand partners; Spearheaded Costco campaign resulting in 185K+ units in 20 days
- Managed and onboarded 2 direct reports; Hosted digital lunch and learns related to analytics, content marketing, merchandising and innovation

LOST KAYAK - Lead Merchandising / Marketing Consultant, Feb 18 - Feb 19

- Developed marketing and merchandising strategies for 20+ clients, achieving KPIs and growing social media following +322% in 2 months
- Enhanced analytics, optimized the supply chain, and increased profit margins by +60% for a D2C brand while negotiating deal terms and identifying growth opportunities

RANDA ACCESSORIES - Product Merchandiser, Jul 13 - Feb 18

- Oversaw \$70M businesses (headwear, gifts, CPG) with category P&L responsibility, driving growth and product development for top retailers. Managed vendors, conducted trend research, and mentored 2 reports

TWEEN BRANDS - eCommerce Assistant Merchandiser, Jun 12 - Jul 13

- Managed website merchandising, creative development, copy, and assortment layout through the CMS while contributing to the companywide customer intimacy task force

LIMITED BRANDS - La Senza International, Assistant Merchandiser, Jan 11 - Jun 12

- Led assortment strategy for 80+ bra SKUs through cross-functional collaboration in product development, pricing, and presentations, including a three-year innovation pipeline for the CEO and leadership team