

PRITESH PATIL

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I am a data-driven storyteller.

COMPETENCIES

**Product Storytelling | Digital Marketing | Lead-Gen | Go-to-market | Messaging/ Positioning Optimization
Competitor Analysis | Content Strategy | Advertising Campaigns | Customer Analytics & Segmentation**

PROFILE SUMMARY

- Data-driven media & communications expert with over eight years of experience as a content strategist & marketer
- Passionate about delivering measurable results and developing strong client-brand relationships through campaign creation, social and digital media marketing, communication development and brand management.
- Adept at deciphering consumer behavior and optimizing every touchpoint into meaningful engagement.
- Human-Centered Communication Specialist & Project Manager with a demonstrated ability to launch and coordinate high-impact projects with minimal oversight.

EDUCATION

University of Washington – Seattle, USA

Master of Communication in Digital Media (STEM)

September 2021 – March 2023

GPA: 3.98/4

University of Mumbai – Mumbai, India

Master of Arts in English Literature

July 2014 – May 2016

GPA: 3.5/4.0

University of Mumbai – Mumbai, India

Bachelor of Mass Media, Advertising

June 2010 – May 2013

GPA: 3.85/4.0

PROFESSIONAL EXPERIENCE

Department of Communication, University of Washington

Seattle, USA

Creative Marketing Director

October 2021 – Present

- Orchestrated between **multiple content resources – newsletters, blogs, social media posts, and emails**, to increase organic traffic, generate leads and create smooth communication channels across **three audiences** using the art of storytelling.
- Consolidated the **social analysis and organic SEO performance reports** on two **blogs and websites** to identify opportunities to optimize strategy and content.
- Lead **54 client consultations** with mission-driven businesses and non-profits in the Greater Seattle area on **Marketing, Business Strategy, User Research, User Interface Design and Communications Projects**.
- Design **quarterly newsletters** for **three sets of audiences** and maintain a minimum opening rate of 63% and increase participation by at least **42%**.
- **Built and analyzed surveys, ethnographic interviews, and comparative studies** with data across **144 clients and 312 volunteers** to craft the **strategic direction** of the consultancy.
- **Lead a team of 4**; driving weekly meetings with internal and external stakeholders and mentored 4 volunteers every quarter.
- **Created two new products** and developed a structured work-study program to enhance student experience & skillset.

T-Mobile

Bellevue, USA

Marketing Management Intern

June 2022 – September 2022

- Identified new markets, analyzed consumer segments, and **pitched a Customer Acquisitions program worth \$32.3 million monthly new revenue streams** to the CEO.
- **Analyzed T-Mobile's Base Audience** to study **behavioral differences** within generations and build marketing strategy.
- Collaborated with the **Data & Analytics team** to understand **audience engagement rates** across their **lifetime**.
- Analyzed **quantitative and qualitative user survey data** and drove brainstorming sessions to create a **data-driven Appreciation Program & Customer Retention Framework** to grow **Likelihood to Recommend by 25%**.
- Conducted a **competitive analysis** to highlight **areas of improvement** and study **market trends**.
- Researched engagement increment ideas to **increase impressions and online and offline engagement rates** for the base.
- Assisted cross-functional teams on **digital marketing and new media strategies for international markets**.

Marwah Sports Pvt. Ltd.

Mumbai, India

Head of Marketing

January 2020 – September 2021

- Spearheaded the **media and content vertical** and led **sports-technology product development across India**.
- **Created sub-brands** and increased **digital reach 4X** every quarter using a mix of paid and organic BTL strategies.

- **Led a team of 3**, synthesized an **intern development program** and **mentored 12 interns** every quarter on **business strategy, sports marketing, writing digital media, and branding**.
- Curated **business intelligence reports** to provide **competitor analysis**, build **content calendars**, and **predict campaign success rates**.
- **Built a LinkedIn marketing plan** to identify engagement opportunities and increase page visits and followers.
- Developed India's first **sports-tech incubator** and led **partnerships** with universities to create a talent & product pipeline.
- Created **marketing collateral** such as product brochures, pitch decks, discovery guides, sales playbooks, and personas.
- Drove **product positioning and messaging** based on **user research, market insights, and product understanding**.

8 Bit Media

Mumbai, India

Digital Marketing Manager

November 2017 – December 2019

- **Analyzed data from 35000 monthly active users** to guide marketing and product strategies.
- Lead the marketing team for travel portal Ixigo's flagship **FIFA World Cup campaign** and achieved **40% growth**.
- Attained **1 million+ organic impressions** for Live.me's digital marketing campaign on multiple platforms.
- **Developed growth campaigns** by writing effective ad copy, bidding strategies, and applying tactical changes.
- Led cross-functional design and digital media project management and conceptualized tone and direction for new brands.
- Developed **go-to-market strategies** and **brand decks** for business moments such as **product launches** and **ad campaigns**.
- Navigated **social listening and consumer data tools** for the development of **client strategy** and **content performance**.
- Curated **brand strategies and guidelines** to create a **loyal customer base** and developed **promotional strategies** to serve the **pre-launch, launch, and post-launch phase** for brands across the Tech, CGP, SaaS and Sports ecosystems.
- Was the **subject matter expert** on **customer personas (buyer, user, influencer)** and developed strategies for updating and communicating personas across brands.

Knowlex Healthcare LLP.

Mumbai, India

Digital Marketing Consultant

November 2015 – November 2017

- Created a **business and digital marketing plan leading to 10,000 downloads** in 3 months and bootstrapped the start-up.
- Develop **new strategies for Paid Social programs** and implement them driving **engagement up by 78% in a year**.
- Led our **website audit** for **optimization and increasing daily traffic** through **SEO-friendly content**.
- **Wrote editorials and blogs** to aid **SEO** and developed **content strategies** to drive **organic growth** on social media.
- Developed **social media marketing content, copyedited articles, and mentored** a team of **8 writers**.

PROJECTS & LEADERSHIP

- Built a product roadmap and developed **B2B & B2C marketing strategies** for Uber to explore **Space Tourism**.
- Built a **Global Transmedia Marketing Campaign** for a new brand to enter the entertainment industry.
- Developed a **Business Case** for a **new publisher** to enter the **comics market**.
- **Procured funding and sponsorship** to set up a self-sustaining grassroots football club in India at age 18.
- Devised a **Usability Study** using design thinking and UX research strategies for the **Amazon Music Web App**.

SKILLS & PLATFORMS

Content Management: Data-Driven Decision Making, Agile Project Management, Marketing Analytics, Business Development, Content Strategy, Advertising, Branding, Market Planning, UX Research, UX Strategy, Consumer Behaviour, Writing AI Prompts, Marketing Strategy

Software: Tableau, Google Analytics, Jira, Microsoft Suite, WordPress, Premiere Pro, Adobe Photoshop, Canva, Meta Business Suite, Google AdWords, PowerBI, OpenAI, Chat GPT, Stable Diffusion, Figma, Hubspot, Hootsuite

Product Skills: Product Strategy, Market Research, Design Thinking, User Research, Competitive Analysis, Budgeting/Forecasting