

Dhaval Patel

DTC Growth, Brand Strategist & Performance Marketer
TikTok-Meta-Expert | 7× ROAS | \$450k In Revenue | Shopify CRO

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Summary

Data-driven growth marketer with 4 years of hands-on experience scaling Shopify brands through paid ads, and organic social media, creator partnerships, impactful ads and marketing strategies, and on-site conversion optimization. Built and managed 100+ creator network, ran structured testing roadmaps, and shipped high-impact campaigns with clear reporting (CAC/LTV/ROAS). Known for fast execution, simple dashboards, and creative angles that convert.

Signature Wins

- Drove ~\$253K revenue in 4 months for a DTC perfume brand at ~80% margin via TikTok-led funnels and CRO.
- Built 100+ micro-influencer engine (collab + paid amplification) that delivered ~7× ROAS and \$200K+ in ~12 months.
- Cut CAC by 20–25% and lifted CTR by 30–35% through angle/creative testing and offer iteration.
- Launched GA4 dashboards for CAC, LTV, ROAS, and cohort views; improved decision speed and weekly planning.

Top Projects (Impact Breakdowns)

ARDU Corp / pheroperfumes.com — TikTok-First Growth Sprint

(November 2022 - October 2023), Chicago, USA

- **What I did:** Owned acquisition, creative testing, and CRO for a DTC perfume brand with five-figure monthly ad spend.
- **How:** Built a UGC pipeline (outreach → briefs → QA), iterated hooks/angles weekly, and shipped TikTok-native landing pages. GA4 + UTMs tied creatives → ATC → Purchase.
- **Results:** \$253K revenue in 4 months at strong margins; multiple videos reached 100K–1M views; community grew to 35K+; sustained profitable ROAS via retargeting loops.
- **Unique edge:** “Hook Leaderboard” (thumb-stop, hold, CTR) to graduate winners fast and retire fatigued concepts.

Jaliam LLC — 100+ Micro-Influencer Engine (Multi-Brand)

(November 2023 - July 2024), Pennsylvania, USA

- **What I did:** Built a repeatable creator-led acquisition system across TikTok/IG with paid amplification.
- **How:** Standardized briefs, rate cards, and whitelisting; combined collab posts with Spark Ads; installed kill/scale rules by CPA and hook rate.
- **Results:** Delivered ~7× ROAS and \$200K+ revenue in ~12 months; CAC -20–25%, CTR +30–35% through offer/angle testing.
- **Unique edge:** Blended organic reach with controlled paid amplification —the “creator → cart” flywheel that compounds.

Education

Postgraduate Certificate in Information Technology — AR & VR

Algoma University, Brampton, Canada (2023-2025)

Bachelors in Information Technology

SPEC (GTU), Anand, Gujarat, India (2018-2022)

Skills

Paid Media & Acquisition

TikTok Ads · Meta Ads · Google Ads (Search/PMAX/YouTube) · Budget pacing · CPA/ROAS targets

Creator & Influencer Ops

UGC sourcing/briefs · 100+ creator pipeline · Spark Ads/whitelisting · Affiliate setup · Rate cards/compliance

Creative Strategy & Testing

Hooks/angles · A/B tests · Thumb-stop & hold rate tracking · Creative leaderboard · Offer testing

CRO & Landing Pages

Shopify PDP/checkout · UVP & risk-reversal · UGC/review modules · Bundles/upsells · Test logs

Analytics & Attribution

GA4 · UTMs · Cohorts/LTV · Payback windows · Funnel drop-offs (CTR, CVR, AOV)

Lifecycle & Retention

Klaviyo flows (welcome/abandon/post-purchase) · Segments · Campaign planning · Deliverability basics

Ecommerce & Marketplaces

Shopify ops · TikTok Shop (US/CA) · Promo calendars · SKU-level margins · Refund/return control

Experience

Performance Marketing Manager | Jaliem LLC

(November 2023 - July 2024), Pennsylvania, USA

- **Scope:** Owned paid social across TikTok, Meta, and Google for DTC brands; managed five-figure monthly budgets with weekly testing cycles.
- **Core Responsibilities:** Creator sourcing (100+), briefs, and paid amplification; media buying (prospecting → retargeting); offer/angle testing; Shopify CRO on PDP/checkout; GA4/UTM attribution and reporting.
- **Delivered Results:** Built a 100+ creator engine delivering ~7× ROAS and \$200K+ revenue in ~12 months; CAC -20–25%; CTR +30–35% via creative/offer sprints; improved PDP CVR with risk-reversal, UGC, and review modules.
- **Key Metrics:** ROAS, CPA, CAC, CTR, CVR, AOV, LTV; weekly cohort/LTV views; thumb-stop and hook rate for creatives.
- **Ops & Reporting:** GA4 dashboards for CAC/LTV/ROAS; weekly growth review; spend pacing vs. target CPA; clear kill/scale rules.

Performance Marketing Strategist | ARDU Corp / pheroperfumes.com

(November 2022 - October 2023), Chicago, USA

- **Scope:** TikTok-first acquisition for a DTC perfume brand; full-funnel creative testing and CRO.
- **Core Responsibilities:** Organic Social Media UGC pipeline (outreach → briefing → QA), Creative Strategies, Paid ads iteration, offer testing, CRO Optimized landing page and User flow design, Reporting & analytics, and daily pacing.
- **Delivered Results:** Generated ~\$253K in 6 months at strong margins; multiple creatives hit 100K–1M views; built tons of social proof leading to a TikTok community to 35K+; sustained profitable ROAS through iterative hooks/angles and retargeting loops.
- **Key Metrics:** ROAS, CPA, CTR, hook rate, hold rate, CVR, AOV; creative leaderboard and fatigue tracker.
- **CRO Impact:** Lifted add-to-cart and purchase rate via benefit-led headers, social proof blocks, and FAQ/risk-reversal.

Web Developer & UI/UX Designer — Freelance

(January 2020 - February 2022)

- **Scope:** Conversion-focused websites and Shopify pages with fast performance and clean UX.
- **Core Responsibilities:** Landing page design/build (HTML/CSS/JS), CRO hypotheses, simple UX tests, analytics tagging.
- **Delivered Results:** Faster LCP and reduced bounce on landing pages; clearer value props and price framing improved micro-conversions (ATC/lead). Building user flows meaningful and interesting which lifted overall time spend on website. Increased CRO from 3% to average of 8%-10% aggregated.
- **Key Metrics:** LCP, FCP, CRO, bounce rate, scroll depth, ATC rate, form submit rate.

Reporting & Forecasting

Weekly growth reviews · CAC/ROAS dashboards · Kill/scale rules · Spend forecasts

Tooling & Tech

Shopify · TikTok/Meta/Google Ads · Klaviyo · Looker/Sheets · Hotjar · Figma/Canva · CapCut · Notion/Asana

Leadership & Ways of Working

Roadmaps · Owner mindset · Cross-team comms · Vendor/creator management · SOPs/SLAs

Tools & Platforms

AI (Artificial Intelligence)

ChatGPT
Figma AI
CapCut AI
TikTok Creative Assistant
Meta Advantage+
Google PMAX
Descript
Shopify Flow
HubSpot Workflows
Klaviyo Flows (AI)
Adobe Firefly
Claude
Midjourney

Marketing

TikTok Ads
Meta Ads
Google Ads (Search/PMAX/YouTube)
TikTok Shop
Shopify
Klaviyo
GA4
Looker/Sheets
Hotjar
Okendo/Yotpo
UTM Builder.

Design & Editing

Figma
Adobe Creative Suite
Canva
CapCut

Communication

Slack
Zoom
Loom
Google Workspace (Gmail, Drive)
Microsoft Office Suite (Word, Excel, PowerPoint)

Project Management

Notion
Asana
Trello
Google Workspace.