DIGITAL MARKETING CONSULTANT

Brikal Patel

Ahmedabad, Gujarat, India · English, Hindi, Gujarati

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Profile

Digital marketing consultant in Ahmedabad. Broad across digital marketing and deepest in performance marketing: Meta Ads, Google Ads and LinkedIn Ads, with the tracking and funnels behind them. Works as a consultant, not an agency: diagnoses, plans and advises, and delivers execution through his team at IDM Agency. Computer science background (BCA, MCA).

2.5+	₹5L+	100K+	15+
years in digital marketing	ad spend managed	leads generated	businesses worked with

Experience

Founder, IDM Agency (2026 to present)

idmagency.in

Founded the agency that delivers execution for consulting clients: ad creative, landing pages and posting, planned and reviewed against the consulting strategy.

Digital Marketing Consultant (2024 to present)

- Audits ad accounts, tracking and funnels, and plans channel mix, budgets and KPIs for businesses in Ahmedabad and across India.
- 2025: drove strong sales growth for an ecommerce brand.
- 2024: started working with first clients.
- Industries: recruitment and staffing, healthcare, travel, home automation, FMCG and D2C, ecommerce.

Education

MCA, Gujarat University

Dept. of Computer Science and Advanced Computing · Aug 2024 to 2026

BCA, Bosamia Arts and Commerce College, Jetpur

Saurashtra University · 2021 to 2024

Certifications

- Google Ads certification, Google
- SEO, ASDM
- Website development, ASDM

Skills and tools

Paid media: Meta Ads, Google Ads, LinkedIn Ads

Measurement: Google Analytics 4, Google Tag Manager, Looker Studio

Also: SEO, conversion rate optimisation, social media strategy, Google AdSense, AI tools such as Claude and ChatGPT

Languages

English, Hindi, Gujarati