

# Jasmine Patel

jasmine.patel@example.com • (555) 123-4567 • Austin, TX • linkedin.com/in/jasmin Patel

## SUMMARY

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Results-driven Affiliate Marketing Manager with over 5 years of experience in developing and optimizing affiliate programs to drive revenue growth. Proven track record of increasing affiliate sales by over 30% year-over-year through strategic partnerships and data-driven decision-making.

## EXPERIENCE

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### Affiliate Marketing Manager

Jan 2022 - Present

*Tech Innovations LLC, Austin, TX*

- Increased affiliate sales by 40% in the first year by implementing a tiered commission structure.
- Enhanced affiliate recruitment strategy, resulting in a 25% growth in active affiliates within 6 months.
- Utilized Google Analytics and SEMrush to track campaign performance and optimize marketing strategies.

### Affiliate Marketing Specialist

Jun 2019 - Dec 2021

*Digital Marketing Solutions, Dallas, TX*

- Developed and maintained relationships with over 100 affiliates, generating an average of \$500,000 in monthly revenue.
- Implemented A/B testing for promotional campaigns, increasing click-through rates by 20%.
- Coordinated with cross-functional teams to launch new products, achieving a 15% increase in affiliate engagement.

### Marketing Coordinator

May 2018 - May 2019

*E-Commerce Brands Inc., Houston, TX*

- Assisted in the management of an affiliate program that drove \$1 million in annual sales.
- Created marketing materials and content for affiliates, improving content quality and coherence.
- Analyzed performance metrics to recommend improvements, leading to a 10% increase in overall program efficiency.

## EDUCATION

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### Bachelor of Science in Marketing

May 2018

*University of Texas, Austin, TX • GPA: 3.7*

## SKILLS

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**Technical Skills:** SEO, PPC Advertising, Google Analytics, Data Analysis

**Tools & Frameworks:** WordPress, HubSpot, SEMrush, AffiliateWP