

# Aisha Patel

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## SUMMARY

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Dynamic Brand Manager with over 5 years of experience in driving brand growth and engagement through innovative marketing strategies. Proven track record of increasing brand awareness by over 30% and achieving significant ROI on marketing campaigns.

## EXPERIENCE

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### Brand Manager

Jan 2022 - Present

*Innovative Brands Inc., San Francisco, CA*

- Led a successful rebranding initiative that increased market share by 15% within one year.
- Developed and executed a digital marketing strategy that boosted online engagement by 40%, resulting in a \$200,000 increase in sales.
- Managed cross-functional teams to launch new product lines, achieving timelines and budget goals with a 10% reduction in costs.

### Assistant Brand Manager

Jun 2019 - Dec 2021

*Creative Solutions Co., Los Angeles, CA*

- Contributed to a 25% increase in brand loyalty through targeted customer engagement campaigns.
- Analyzed market trends and consumer insights to inform product development, resulting in a new product launch that generated \$500,000 in revenue within the first quarter.
- Coordinated social media campaigns that increased follower base by 50% across all platforms.

### Marketing Coordinator

May 2018 - May 2019

*Brand Builders LLC, Chicago, IL*

- Assisted in organizing marketing events that attracted over 1,000 attendees, enhancing brand visibility.
- Conducted competitive analysis to support strategic initiatives, leading to a 20% increase in brand recognition.
- Supported the development of marketing collateral that improved lead conversion rates by 15%.

## EDUCATION

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### Bachelor of Science in Marketing

May 2018

*University of California, Berkeley, Berkeley, CA • GPA: 3.7*

## SKILLS

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**Technical Skills:** Brand Strategy, Market Research, Digital Marketing, Data Analysis

**Tools & Frameworks:** Google Analytics, Adobe Creative Suite, HubSpot, Hootsuite