

Amira Patel

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SUMMARY

Dynamic Brand Strategist with over 5 years of experience in developing and executing brand strategies that drive engagement and revenue. Proven track record in utilizing market research and analytics to inform decisions and enhance brand visibility.

EXPERIENCE

Senior Brand Strategist

Jan 2022 - Present

Innovate Marketing Agency, Austin, TX

- Increased client brand awareness by 35% through targeted digital marketing campaigns.
- Led a rebranding project that resulted in a 20% increase in customer engagement and a 15% boost in sales within the first quarter.
- Implemented data-driven strategies using Google Analytics and SEMrush to optimize marketing efforts.

Brand Strategist

Jun 2018 - Dec 2021

Creative Solutions Co., San Francisco, CA

- Developed comprehensive brand strategies for over 15 clients, resulting in an average 25% growth in their market share.
- Conducted competitive analysis and consumer surveys that informed product development and marketing strategies.
- Collaborated with cross-functional teams to launch successful campaigns across social media platforms, increasing followers by 40%.

Marketing Coordinator

Jul 2016 - May 2018

Digital Solutions Inc., Los Angeles, CA

- Assisted in the execution of marketing campaigns that generated \$500K in revenue.
- Monitored and reported on campaign performance metrics, leading to improved strategies and execution.
- Facilitated workshops on branding best practices for internal teams.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Market Research, Brand Development, Digital Marketing, Data Analysis

Tools & Frameworks: Google Analytics, SEMrush, Hootsuite, Adobe Creative Suite