

Aisha Patel

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SUMMARY

Results-driven Content Marketing Manager with over 6 years of experience in creating and executing data-driven marketing strategies. Proven track record in increasing brand awareness and driving engagement through innovative content solutions.

EXPERIENCE

Content Marketing Manager

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Increased website traffic by 45% within one year through strategic content enhancements and SEO optimization.
- Launched a multi-channel content campaign that generated \$250,000 in revenue over six months.
- Managed a team of 5 content creators and improved team productivity by 30% through new project management tools.

Digital Content Strategist

Jun 2018 - Dec 2021

Creative Solutions Agency, Los Angeles, CA

- Developed and implemented a content calendar that improved client engagement rates by 60%.
- Collaborated with design and development teams to create a user-friendly content hub, reducing bounce rates by 25%.
- Utilized analytics to optimize content performance, resulting in a 40% increase in social media shares.

Content Writer

Jan 2016 - May 2018

Lifestyle Blog Co., Remote

- Created over 200 blog posts that increased organic search traffic by 150%.
- Implemented SEO best practices, leading to a 70% growth in newsletter subscriptions.
- Established partnerships with influencers, enhancing brand visibility and engagement.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of California, Berkeley, CA • GPA: 3.7

SKILLS

Technical Skills: SEO Optimization, Content Management Systems (CMS), Analytics Tools (Google Analytics, SEMrush), Email Marketing

Tools & Frameworks: WordPress, HubSpot, Trello, Canva