

Amina Patel

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SUMMARY

Results-driven Digital Marketing Manager with over 7 years of experience in developing and executing data-driven marketing strategies. Proven track record of increasing brand awareness and driving customer engagement through innovative digital campaigns.

EXPERIENCE

Digital Marketing Manager

Jan 2022 - Present

Tech Innovations Inc., New York, NY

- Increased website traffic by 40% year-over-year through targeted SEO strategies and content marketing initiatives.
- Led a cross-functional team to launch a new product line, resulting in a 25% boost in sales within the first quarter.
- Implemented marketing automation tools that improved lead conversion rates by 30% and reduced campaign costs by 15%.

Digital Marketing Specialist

Mar 2018 - Dec 2021

Creative Solutions Ltd., Brooklyn, NY

- Developed and executed social media campaigns that grew follower engagement by 60% across platforms.
- Managed PPC advertising campaigns with a monthly budget of \$50K, achieving an average ROI of 150%.
- Analyzed campaign performance metrics to drive improvements, leading to a 20% increase in customer acquisition.

Marketing Coordinator

Jun 2015 - Feb 2018

Visionary Media Group, New York, NY

- Assisted in the development of marketing strategies that contributed to a 15% increase in overall brand visibility.
- Coordinated email marketing campaigns that achieved a 25% open rate and a 10% click-through rate.
- Contributed to the redesign of the company website, leading to a 30% increase in user engagement.

EDUCATION

Bachelor of Science in Marketing

May 2018

New York University, New York, NY • GPA: 3.8

SKILLS

Technical Skills: SEO, Content Marketing, PPC Advertising, Email Marketing

Tools & Frameworks: Google Analytics, HubSpot, MailChimp, Adobe Creative Suite