

Aisha Patel

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SUMMARY

Detail-oriented Email Marketing Specialist with over 5 years of experience in developing and executing high-impact email campaigns. Proven track record in optimizing engagement and driving sales through data-driven strategies.

EXPERIENCE

Email Marketing Specialist

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Increased email open rates by 35% through A/B testing and optimized subject lines.
- Generated over \$150,000 in revenue within the first quarter of a new product launch through targeted email campaigns.
- Implemented automation workflows that reduced campaign setup time by 40%.

Digital Marketing Coordinator

Jun 2018 - Dec 2021

Creative Solutions LLC, Los Angeles, CA

- Developed and executed email marketing strategies that increased customer retention rates by 20%.
- Managed an email list of over 50,000 subscribers and maintained a bounce rate below 2%.
- Collaborated with design and content teams to create compelling email content that boosted click-through rates by 25%.

Marketing Intern

Jan 2017 - May 2018

StartUp Hub, San Diego, CA

- Assisted in the launch of an email newsletter that gained 3,000 subscribers in the first month.
- Conducted market research to identify customer preferences, enhancing campaign targeting.
- Analyzed email performance metrics to provide actionable insights to the marketing team.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Email Campaign Management, A/B Testing, Data Analysis, SEO

Tools & Frameworks: Mailchimp, Salesforce Marketing Cloud, Google Analytics