

Aisha Patel

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SUMMARY

Detail-oriented and motivated marketing graduate with a strong foundation in digital marketing strategies and affiliate program management. Proven ability to analyze performance metrics and optimize campaigns for increased ROI.

EXPERIENCE

Marketing Intern

Jan 2022 - Present

Digital Marketing Agency, Los Angeles, CA

- Assisted in managing affiliate partnerships that led to a 30% increase in revenue over six months.
- Implemented tracking methods using Google Analytics, improving campaign performance analysis by 25%.
- Created and optimized content for affiliate marketing campaigns, increasing click-through rates by 15%.

Social Media Coordinator

Jun 2021 - Dec 2021

E-commerce Startup, Los Angeles, CA

- Developed and managed social media campaigns that increased brand awareness by 40%.
- Collaborated with influencers to promote affiliate products, resulting in a 20% growth in sales.
- Analyzed engagement metrics to refine social strategies, improving follower growth by 50% within three months.

Digital Marketing Volunteer

Jan 2021 - May 2021

Nonprofit Organization, Los Angeles, CA

- Contributed to the development of an affiliate marketing strategy that raised \$10,000 in donations.
- Utilized Mailchimp for email marketing campaigns, achieving a 35% open rate.
- Researched and identified potential affiliate partners, expanding the reach of the nonprofit's mission.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of California, Los Angeles, Los Angeles, CA • GPA: 3.7

SKILLS

Technical Skills: SEO, Content Marketing, Data Analysis, Campaign Management

Tools & Frameworks: Google Analytics, Mailchimp, WordPress, Hootsuite