

Amina Patel

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SUMMARY

Detail-oriented and creative recent graduate with a passion for brand management and marketing strategies. Proven ability to analyze market trends and develop campaigns that increase brand visibility and engagement.

EXPERIENCE

Marketing Intern

Jan 2022 - Present

Bright Brand Agency, San Francisco, CA

- Assisted in the development of a social media campaign that increased engagement by 40% over three months.
- Conducted market research that identified key consumer trends, leading to the successful launch of a new product line generating \$50,000 in sales within the first month.
- Collaborated with design teams to create promotional materials that aligned with brand messaging.

Brand Ambassador

Jun 2021 - Dec 2021

Eco-Friendly Products Inc., San Francisco, CA

- Represented the brand at various promotional events, enhancing brand awareness and achieving a 30% increase in customer sign-ups.
- Gathered customer feedback to inform product development, resulting in adjustments that improved customer satisfaction ratings by 15%.
- Utilized social media platforms to share brand stories, resulting in a 25% increase in followers.

Marketing Coordinator (Volunteer)

Sep 2020 - May 2021

Local Non-Profit Organization, San Francisco, CA

- Coordinated community outreach events that attracted over 200 participants, raising \$10,000 for local initiatives.
- Developed and distributed newsletters that increased community engagement by 20%.
- Managed social media accounts, enhancing brand visibility and engagement.

EDUCATION

Bachelor of Science in Marketing

May 2021

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

SKILLS

Technical Skills: Market Research, Digital Marketing, Content Creation, Data Analysis

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