

Amina Patel

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SUMMARY

Detail-oriented and creative Content Marketing professional with hands-on experience in digital marketing strategies and content creation. Proven track record of increasing engagement and driving web traffic through targeted content initiatives.

EXPERIENCE

Content Marketing Intern

Jan 2022 - Present

Tech Solutions Inc., Austin, TX

- Developed and implemented a content calendar that increased blog traffic by 40% in 6 months.
- Collaborated with cross-functional teams to produce engaging content across social media platforms, resulting in a 30% increase in audience engagement.
- Utilized SEO best practices to optimize content, contributing to a 25% rise in organic search rankings.

Marketing Assistant

Jun 2020 - Dec 2021

Creative Agency, Austin, TX

- Assisted in the execution of digital marketing campaigns that led to a 15% growth in client lead generation within one year.
- Researched and analyzed market trends to support the development of marketing strategies and campaigns.
- Managed the agency's social media accounts, achieving a 50% increase in followers over 8 months.

Freelance Content Writer

Jan 2019 - May 2020

Self-Employed, Austin, TX

- Created high-quality blog posts and articles for various clients, enhancing brand visibility and driving traffic.
- Optimized content for SEO, leading to improved search engine rankings and measurable increases in website visits.
- Built a portfolio of successful content pieces that increased client retention rates by 20%.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of Texas at Austin, Austin, TX • GPA: 3.7

SKILLS

Technical Skills: Content Creation, SEO Optimization, Data Analysis, Digital Marketing Strategies

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