

Aisha Patel

aisha.patel@example.com • (555) 123-4567 • Los Angeles, CA • linkedin.com/in/aishapatel

SUMMARY

Detail-oriented and creative content strategist with a strong foundation in digital marketing and content creation. Proven ability to develop engaging content that drives traffic and increases user engagement.

EXPERIENCE

Content Intern

Jan 2022 - Present

Creative Agency Inc., Los Angeles, CA

- Developed and implemented a content calendar that increased blog traffic by 30% over six months.
- Collaborated with designers and developers to enhance user experience on the company website, resulting in a 15% decrease in bounce rate.
- Conducted keyword research and SEO optimization for articles, improving organic search visibility by 25%.

Marketing Assistant

Jun 2021 - Dec 2021

XYZ Digital Marketing, Los Angeles, CA

- Assisted in creating social media content that grew follower base by 40% in three months.
- Analyzed content engagement metrics and provided insights that led to a 20% increase in user interaction.
- Supported email marketing campaigns that achieved a 15% open rate and a 5% click-through rate.

Freelance Content Writer

Jan 2020 - May 2021

Self-employed, Los Angeles, CA

- Wrote and optimized articles for various clients, achieving an average of 1,000+ views per article within the first week of publication.
- Developed content for blogs that increased client engagement metrics by 35%.
- Managed multiple projects concurrently while meeting strict deadlines.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Content Strategy, SEO Optimization, Copywriting, Analytics

Tools & Frameworks: Google Analytics, WordPress, Hootsuite