

Aisha Khan

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SUMMARY

Results-driven marketing graduate with hands-on experience in digital marketing strategies and data analytics. Strong ability to increase brand awareness and drive traffic through SEO, social media, and email campaigns.

EXPERIENCE

Digital Marketing Intern

Jan 2022 - Present

Tech Innovations Inc., Austin, TX

- Increased website traffic by 30% through targeted SEO strategies over six months.
- Developed and managed social media campaigns that boosted engagement rates by 25%.
- Utilized Google Analytics to track and report on campaign performance, leading to data-driven decisions.

Marketing Assistant

Jun 2019 - Dec 2021

Creative Solutions Agency, Austin, TX

- Coordinated email marketing campaigns that resulted in a 15% increase in customer retention.
- Assisted in the redesign of the company website, improving user experience and reducing bounce rates by 20%.
- Conducted market research to support client projects, enhancing overall campaign effectiveness.

Social Media Coordinator (Volunteer)

Jan 2018 - May 2019

Local Nonprofit Organization, Austin, TX

- Grew social media following by 200% within a year through engaging content creation.
- Implemented social media calendar that improved content consistency and audience engagement.
- Organized community outreach events that increased foot traffic by 40%.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: SEO Optimization, Content Marketing, Email Marketing, Data Analytics

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