

Aisha Khan

aisha.khan@email.com • (555) 123-4567 • Atlanta, GA • linkedin.com/in/aisha-khan

SUMMARY

Detail-oriented and creative Entry Level Email Marketing Specialist with a strong background in digital marketing strategies. Proven ability to increase engagement and drive revenue through targeted email campaigns. Eager to leverage analytical skills and marketing knowledge to help brands enhance customer communication.

EXPERIENCE

Marketing Intern

Jan 2022 - Present

Digital Marketing Agency, Atlanta, GA

- Developed and executed email campaigns that increased open rates by 25% over three months.
- Collaborated with design team to create visually appealing templates, improving click-through rates by 15%.
- Utilized Mailchimp and HubSpot for email automation, enhancing efficiency and reducing campaign setup time by 30%.

Social Media Coordinator

Jun 2021 - Dec 2021

Local Non-Profit Organization, Atlanta, GA

- Managed social media accounts to promote monthly newsletters, resulting in a 40% increase in email subscriptions.
- Analyzed audience engagement data to optimize content strategy, leading to a 20% growth in overall donor engagement.
- Coordinated with the email marketing team to align messaging across platforms.

Content Marketing Assistant

Sep 2019 - May 2021

University Marketing Department, Atlanta, GA

- Assisted in creating weekly newsletters that highlighted key university events, achieving a 30% engagement rate.
- Conducted market research to identify trends in student interests, influencing email content direction.
- Supported tracking and reporting on email campaign performance metrics for continuous improvement.

EDUCATION

Bachelor of Science in Marketing

May 2018

Georgia State University, Atlanta, GA • GPA: 3.7

SKILLS

Technical Skills: Email Campaign Management, Content Creation, Data Analysis, A/B Testing

Tools & Frameworks: Mailchimp, HubSpot, Google Analytics, Microsoft Excel