

Amina Patel

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SUMMARY

Motivated and results-driven growth marketer with a strong foundation in digital marketing strategies and analytics. Passionate about leveraging data to drive customer acquisition and retention for innovative brands.

EXPERIENCE

Marketing Intern

Jan 2022 - Present

BrightWave Agency, San Francisco, CA

- Assisted in increasing client social media engagement by 30% through targeted content strategies and analytics.
- Contributed to a 15% growth in email marketing conversion rates by optimizing subject lines and segmenting audiences.
- Utilized Google Analytics to track and report on campaign performance, resulting in actionable insights for future marketing efforts.

Digital Marketing Volunteer

Jun 2021 - Dec 2021

Local Non-Profit Organization, San Francisco, CA

- Developed and implemented a social media campaign that raised \$10,000 in donations within three months.
- Increased website traffic by 25% through SEO optimization and content marketing initiatives.
- Created engaging content for multiple platforms, enhancing community outreach and brand awareness.

Sales Associate

May 2019 - May 2021

Tech Store, San Francisco, CA

- Achieved 20% above sales targets consistently, contributing to overall store growth.
- Conducted market research to understand customer preferences, informing inventory decisions.
- Trained new staff on product features and sales techniques, improving team performance.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: SEO, Google Analytics, Content Marketing, Email Marketing

Tools & Frameworks: HubSpot, Mailchimp, Hootsuite