

Aisha Patel

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SUMMARY

Detail-oriented and creative Entry Level Influencer Marketing Manager with a strong foundation in digital marketing strategies and influencer engagement. Proven ability to enhance brand visibility and drive audience engagement through effective influencer partnerships.

EXPERIENCE

Marketing Intern

Jun 2021 - Dec 2021

Creative Digital Agency, Los Angeles, CA

- Assisted in the execution of influencer marketing campaigns that increased brand awareness by 30%.
- Monitored and analyzed campaign performance, providing actionable insights that improved engagement rates by 15%.
- Collaborated with influencers and content creators to develop authentic marketing content.

Social Media Coordinator

Jan 2020 - May 2021

Fashion Forward Brand, Los Angeles, CA

- Developed and managed social media strategies that boosted follower growth by 50% across platforms.
- Coordinated influencer partnerships leading to a 20% increase in website traffic.
- Created engaging content that enhanced community interaction, resulting in a 40% rise in user-generated content.

Digital Marketing Assistant

Sep 2018 - Dec 2019

Local Start-up, Los Angeles, CA

- Supported the launch of a targeted influencer campaign, achieving a 25% sales increase in the first quarter.
- Conducted market research to identify potential influencers, resulting in partnerships that expanded brand reach.
- Utilized social media analytics tools to track campaign effectiveness and optimize future strategies.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Influencer Marketing Strategy, Social Media Analytics, Content Creation, SEO Basics

Tools & Frameworks: Hootsuite, Google Analytics, Canva, BuzzSumo