

Aisha Patel

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SUMMARY

Detail-oriented and analytical recent graduate with a strong foundation in media buying and digital marketing. Proven ability to optimize advertising spend and drive performance through data-driven decision-making.

EXPERIENCE

Media Buying Intern

Jun 2022 - Aug 2023

XYZ Marketing Agency, Atlanta, GA

- Assisted in managing a \$150,000 advertising budget, optimizing campaigns to increase ROI by 25%.
- Conducted competitive analysis and market research, leading to a 15% improvement in targeted ad placements.
- Utilized Google Ads and Facebook Ads Manager to track performance metrics and adjust strategies accordingly.

Digital Marketing Assistant

Jan 2021 - May 2022

ABC Solutions, Atlanta, GA

- Supported the development and execution of digital marketing campaigns that increased website traffic by 40%.
- Analyzed campaign performance data, generating reports that informed media buying strategies.
- Collaborated with creative teams to produce engaging content for various social media platforms.

Marketing Intern

May 2020 - Aug 2020

123 Media Group, Atlanta, GA

- Participated in the planning and execution of a promotional campaign that generated \$10,000 in revenue over one month.
- Assisted in gathering performance data and providing insights on audience engagement and ad effectiveness.
- Learned the basics of programmatic buying and digital ad placements through hands-on experience.

EDUCATION

Bachelor of Science in Marketing

May 2022

Georgia State University, Atlanta, GA • GPA: 3.7

SKILLS

Technical Skills: Data Analysis, SEO, PPC Advertising, Audience Segmentation

Tools & Frameworks: Google Ads, Facebook Ads Manager, Excel, Tableau