

Aisha Khan

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SUMMARY

Detail-oriented and data-driven performance marketer with a strong foundation in digital marketing strategies. Proven ability to optimize campaigns and analyze data to drive measurable improvements in ROI.

EXPERIENCE

Digital Marketing Intern

Jun 2022 - Present

Tech Innovations, Inc., San Francisco, CA

- Increased website traffic by 35% through SEO optimization and content marketing strategies.
- Managed PPC campaigns across Google Ads and Facebook Ads, generating a 20% increase in conversion rates.
- Performed A/B testing on email marketing campaigns, improving open rates by 15%.

Marketing Assistant

Jan 2021 - May 2022

Creative Solutions LLC, San Francisco, CA

- Assisted in launching social media campaigns that grew follower base by 50% in six months.
- Analyzed campaign performance data, resulting in a reallocation of \$10K in budget for higher ROI.
- Collaborated with the design team to create engaging visual content for online advertisements.

Marketing Intern

Sep 2020 - Dec 2020

Bright Future Marketing, San Francisco, CA

- Supported the development of a customer segmentation strategy that improved target marketing efforts.
- Conducted market research and competitor analysis, providing insights that informed strategic planning.
- Assisted in event marketing that increased foot traffic by 25% during promotional periods.

EDUCATION

Bachelor of Science in Marketing

May 2020

University of California, Berkeley, Berkeley, CA • GPA: 3.6

SKILLS

Technical Skills: SEO, Google Ads, Social Media Marketing, Email Marketing

Tools & Frameworks: Google Analytics, Facebook Ads Manager, Mailchimp