

Amina Patel

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SUMMARY

Growth marketer with over 5 years of experience driving customer acquisition and engagement through innovative digital marketing strategies. Proven track record of increasing revenue through data-driven campaigns and cross-functional collaboration.

EXPERIENCE

Growth Marketing Manager

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Increased monthly active users by 40% within the first year through targeted social media and email campaigns.
- Generated \$500,000 in additional revenue by optimizing the customer onboarding process using A/B testing and user feedback.
- Led a team of 5 in implementing a new CRM system, improving lead tracking efficiency by 30%.

Digital Marketing Specialist

Jun 2019 - Dec 2021

Creative Solutions Agency, Los Angeles, CA

- Developed and executed content marketing strategies that increased organic traffic by 60% over 18 months.
- Managed PPC campaigns with a focus on ROI, achieving an average conversion rate of 5.2%.
- Collaborated with design and development teams to launch a new website that improved user retention by 25%.

Marketing Coordinator

May 2018 - May 2019

Startup Hub, Los Angeles, CA

- Assisted in the launch of a referral program that resulted in a 15% increase in customer acquisition.
- Created and analyzed email marketing campaigns that achieved an average open rate of 22%.
- Utilized Google Analytics to track user behavior and adjust marketing strategies accordingly.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: SEO, A/B Testing, Email Marketing, Data Analysis

Tools & Frameworks: Google Analytics, HubSpot, Mailchimp, Asana