

Aisha Patel

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SUMMARY

Results-driven Influencer Marketing Manager with over 5 years of experience in developing and executing innovative influencer marketing strategies. Proven track record of enhancing brand visibility and engagement through strategic partnerships and data-driven insights.

EXPERIENCE

Influencer Marketing Manager

Jan 2022 - Present

Brandify Inc., Los Angeles, CA

- Increased influencer-driven revenue by 35% year-over-year through targeted campaigns and partnerships.
- Successfully managed a \$500,000 influencer marketing budget, optimizing spend efficiency with a 20% reduction in costs.
- Utilized analytics tools like Google Analytics and Hootsuite to measure campaign performance, resulting in a 50% increase in engagement rates.

Influencer Marketing Specialist

Jun 2019 - Dec 2021

SocialBuzz Agency, San Francisco, CA

- Developed and executed over 100 influencer campaigns for clients, achieving an average ROI of 300%.
- Enhanced brand partnerships by securing collaborations with top-tier influencers, resulting in a 40% increase in brand awareness.
- Leveraged CRM tools like Salesforce and email marketing platforms to streamline communication and campaign tracking.

Digital Marketing Coordinator

Aug 2018 - May 2019

Creative Solutions, San Diego, CA

- Assisted in the development of digital marketing strategies that increased website traffic by 60% in 6 months.
- Coordinated social media campaigns that grew follower base by 25% across platforms.
- Implemented SEO best practices, resulting in a 15% improvement in search engine rankings.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Influencer Relationship Management, Campaign Analytics, Social Media Marketing, SEO

Tools & Frameworks: Google Analytics, Hootsuite, Salesforce, Mailchimp