

Aisha Patel

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SUMMARY

Detail-oriented Marketing Analyst with over 5 years of experience in data-driven marketing strategies and campaign optimization. Proven track record of enhancing customer engagement and increasing revenue through analytics and market research.

EXPERIENCE

Marketing Analyst

Jan 2022 - Present

BrightWave Marketing, Austin, TX

- Increased online customer engagement by 30% through targeted social media campaigns.
- Improved lead conversion rates by 25% by implementing A/B testing strategies on email marketing.
- Utilized Google Analytics and Tableau to analyze consumer behavior and optimize marketing spend, saving \$50,000 annually.

Junior Marketing Analyst

Jun 2019 - Dec 2021

Tech Innovations Inc., Dallas, TX

- Conducted market research that identified new customer segments, leading to a 15% increase in market share.
- Developed dashboards using Salesforce to track KPI metrics, enhancing reporting efficiency by 40%.
- Collaborated with cross-functional teams to launch 3 successful product campaigns, generating \$200,000 in revenue.

Marketing Intern

Jan 2018 - May 2019

Creative Solutions Ltd., Houston, TX

- Assisted in the execution of digital marketing campaigns, contributing to a 20% increase in web traffic.
- Analyzed competitor marketing strategies to inform company positioning, improving brand visibility.
- Supported the marketing team in data entry and analysis, enhancing team productivity by 15%.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of Texas at Austin, Austin, TX • GPA: 3.7

SKILLS

Technical Skills: Data Analysis, Market Research, A/B Testing, Campaign Optimization

Tools & Frameworks: Google Analytics, Tableau, Salesforce, Excel