

Aisha Patel

aisha.patel@example.com • (555) 123-4567 • San Francisco, CA • linkedin.com/in/aisha-patel

SUMMARY

Results-driven Marketing Manager with over 6 years of experience in digital marketing and brand strategy. Proven track record of increasing brand awareness and driving revenue growth through innovative marketing campaigns and data-driven decision-making.

EXPERIENCE

Marketing Manager

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Increased social media engagement by 150% in 6 months through targeted content strategies.
- Led a product launch campaign that generated \$1.2 million in revenue within the first quarter.
- Implemented an automated email marketing system, reducing lead conversion time by 30%.

Digital Marketing Specialist

Jun 2019 - Dec 2021

Creative Solutions Agency, Los Angeles, CA

- Developed SEO strategies that improved organic search traffic by 80% over 12 months.
- Managed PPC campaigns with an average ROI of 400%, optimizing ad spend across various platforms.
- Collaborated with cross-functional teams to enhance brand messaging and consistency across all channels.

Marketing Coordinator

Jul 2018 - May 2019

Global Marketing Group, New York, NY

- Assisted in the execution of a rebranding project that increased market share by 15%.
- Conducted market research which informed a strategic shift resulting in a 25% sales increase.
- Coordinated events and webinars that attracted over 500 attendees each.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of California, Berkeley, Berkeley, CA • GPA: 3.7

SKILLS

Technical Skills: SEO Optimization, Content Marketing, Data Analysis, Campaign Management

Tools & Frameworks: Google Analytics, Hootsuite, Mailchimp