

Aisha Khan

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SUMMARY

Dynamic marketing professional with over 5 years of experience in digital marketing and brand management. Proven track record of executing successful campaigns that increase brand awareness and drive sales growth.

EXPERIENCE

Marketing Manager

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Increased website traffic by 40% through targeted SEO strategies and content marketing initiatives.
- Led a cross-functional team to execute a product launch campaign that resulted in \$500,000 in sales in the first quarter.
- Implemented marketing automation tools that improved lead conversion rates by 25%.

Digital Marketing Specialist

Jun 2019 - Dec 2021

Creative Solutions Agency, Los Angeles, CA

- Developed and managed PPC campaigns that increased ROI by 150% over 12 months.
- Created social media strategies that grew audience engagement by 60% across platforms.
- Conducted market research and analysis to optimize pricing strategies, resulting in a 15% increase in customer retention.

Marketing Coordinator

Jul 2018 - May 2019

Global Brands LLC, New York, NY

- Assisted in the execution of multi-channel marketing campaigns, contributing to a 30% increase in brand awareness.
- Coordinated events and promotions that attracted over 1,000 attendees, enhancing community engagement.
- Utilized CRM software to track customer interactions and improve follow-up processes.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: SEO, PPC Advertising, Content Marketing, Data Analysis

Tools & Frameworks: Google Analytics, HubSpot, Mailchimp