

Aria Patel

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SUMMARY

Results-driven Affiliate Marketing Manager with over 5 years of experience in developing and executing innovative marketing strategies. Proven track record of increasing affiliate sales by 30% year-over-year through data-driven decision-making and partner relationship management.

EXPERIENCE

Affiliate Marketing Manager

Jan 2022 - Present

Digital Solutions Inc., Austin, TX

- Increased affiliate sales by 30% in 2022, generating an additional \$1.5 million in revenue.
- Developed strategic partnerships with over 50 affiliate partners, enhancing brand visibility and driving traffic.
- Implemented data analytics tools to track campaign performance, leading to a 20% reduction in acquisition costs.

Affiliate Marketing Specialist

Jun 2019 - Dec 2021

Online Retail Co., San Francisco, CA

- Managed affiliate marketing campaigns that boosted sales by 25% during peak seasons.
- Collaborated with cross-functional teams to create compelling content and promotional materials.
- Analyzed affiliate performance data, resulting in targeted optimizations that improved conversion rates by 15%.

Marketing Coordinator

May 2018 - May 2019

Startup Hub, New York, NY

- Assisted in the execution of affiliate marketing strategies, contributing to a 10% growth in user acquisition.
- Coordinated marketing efforts across multiple channels, increasing brand awareness and engagement.
- Utilized SEO best practices to improve online visibility, enhancing affiliate traffic by 40%.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Affiliate Marketing Management, Data Analytics, SEO Optimization, Email Marketing

Tools & Frameworks: Google Analytics, HubSpot, SEMrush, Affiliate Dashboard Tools