

Aisha Khan

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SUMMARY

Results-driven Brand Manager with over 5 years of experience in developing and executing brand strategies that drive market growth and enhance brand loyalty. Proven ability to leverage data analytics and consumer insights to inform marketing decisions and improve performance.

EXPERIENCE

Brand Manager

Jan 2022 - Present

Creative Brands Inc., Seattle, WA

- Increased brand awareness by 30% through targeted social media campaigns, resulting in a \$1.2M revenue boost.
- Launched 5 successful product lines, achieving an average of 20% market share within the first year.
- Implemented a customer feedback loop using Qualtrics, reducing product development time by 15%.

Assistant Brand Manager

Jul 2019 - Dec 2021

Innovate Marketing Co., Portland, OR

- Contributed to a 25% increase in brand engagement through the redesign of the email marketing strategy, reaching over 100k subscribers.
- Managed a \$500k annual marketing budget, optimizing spend to reduce costs by 10% while increasing reach.
- Collaborated with cross-functional teams to align product positioning, resulting in a 15% improvement in customer satisfaction ratings.

Marketing Coordinator

May 2018 - Jun 2019

Global Brands LLC, San Francisco, CA

- Assisted in the execution of a nationwide rebranding campaign that increased sales by 40% in the first quarter post-launch.
- Developed promotional materials and managed social media content, growing followers by 50% within six months.
- Conducted market research and competitive analysis to support brand strategies and identify new opportunities.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of Washington, Seattle, WA • GPA: 3.7

SKILLS

Technical Skills: Brand Strategy, Market Research, Data Analytics, Content Creation

Tools & Frameworks: Google Analytics, Salesforce, Adobe Creative Suite