

Amina Patel

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SUMMARY

Dynamic and results-oriented Brand Strategist with over 5 years of experience in developing impactful brand strategies and executing successful marketing campaigns. Proven track record of increasing brand awareness and driving customer engagement through data-driven insights and innovative solutions.

EXPERIENCE

Brand Strategist

Jan 2022 - Present

Creative Solutions Inc., San Francisco, CA

- Developed and implemented a brand repositioning strategy that increased brand awareness by 30% within 6 months.
- Led a cross-functional team to launch a new product line, resulting in \$2M in sales within the first year.
- Utilized consumer insights to refine marketing campaigns, improving engagement rates by 25%.

Marketing Coordinator

Jun 2019 - Dec 2021

Innovative Marketing Group, Los Angeles, CA

- Supported brand strategy development which contributed to a 40% increase in social media followers over 12 months.
- Conducted market research and competitive analysis that informed strategic decisions leading to a new campaign that generated \$500K in revenue.
- Managed content calendar and social media accounts, improving content engagement by 15%.

Junior Brand Strategist

Aug 2017 - May 2019

MarketWise Agency, Los Angeles, CA

- Assisted in the execution of integrated marketing campaigns that resulted in a 20% boost in customer retention.
- Analyzed customer feedback and brand perception, contributing to key improvements in brand messaging.
- Collaborated with design and copy teams to create compelling marketing materials, enhancing brand consistency across channels.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Brand Strategy Development, Market Research, Data Analysis, Campaign Management

Tools & Frameworks: Google Analytics, Hootsuite, Adobe Creative Suite, HubSpot