

Amina Khan

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SUMMARY

Dynamic Content Marketing Manager with over 5 years of experience in developing successful content strategies that drive engagement and conversions. Proven track record of utilizing data-driven insights to optimize content performance and enhance brand visibility.

EXPERIENCE

Content Marketing Manager

Jan 2022 - Present

Creative Solutions Inc., San Francisco, CA

- Increased organic traffic by 45% through targeted SEO content strategies.
- Developed and executed a content calendar that boosted user engagement by 30% across social media platforms.
- Led a team of 5 content creators and coordinated cross-functional projects, enhancing team productivity by 20%.

Content Strategist

Jun 2019 - Dec 2021

Tech Innovations LLC, San Jose, CA

- Implemented a data analytics framework that reduced content production costs by 25% annually.
- Created targeted email marketing campaigns that improved open rates by 50% and click-through rates by 35%.
- Collaborated with design and UX teams to enhance content layouts, resulting in a 15% increase in average session duration.

Junior Content Writer

Aug 2018 - May 2019

Digital Marketing Agency, Los Angeles, CA

- Produced high-quality blog posts and articles that contributed to a 20% increase in client website traffic.
- Conducted keyword research and optimized content for SEO, leading to top rankings for key search terms.
- Assisted in managing social media accounts, helping to grow followers by 40% in under a year.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Content Strategy, SEO Optimization, Data Analytics, Copywriting

Tools & Frameworks: Google Analytics, HubSpot, WordPress, Hootsuite