

Amina Patel

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SUMMARY

Results-driven Digital Marketing Manager with over 5 years of experience in developing data-driven marketing strategies. Proven ability to drive revenue growth through innovative campaigns and expertise in SEO, SEM, and social media marketing.

EXPERIENCE

Digital Marketing Manager

Jan 2022 - Present

Tech Innovations Inc., Austin, TX

- Increased website traffic by 45% within 6 months through targeted SEO and content marketing strategies.
- Managed a \$250,000 annual marketing budget, optimizing cost-per-acquisition by 30% through effective SEM campaigns.
- Led a team of 5 marketing specialists in executing successful multi-channel campaigns, resulting in a 20% increase in lead generation.

Digital Marketing Specialist

May 2019 - Dec 2021

Creative Solutions LLC, Dallas, TX

- Developed and implemented social media campaigns that increased engagement by 60% across platforms.
- Conducted A/B testing on email marketing campaigns, improving open rates by 25% and conversion rates by 15%.
- Collaborated with cross-functional teams to launch new products, contributing to a 10% increase in overall sales.

Marketing Coordinator

Jun 2018 - Apr 2019

Global Marketing Agency, Houston, TX

- Assisted in the execution of digital marketing campaigns that resulted in a 35% increase in ROI.
- Managed the company blog, creating content that boosted organic search rankings and increased monthly visitors by 50%.
- Utilized Google Analytics to track performance metrics, generating reports that informed strategic decisions.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: SEO, SEM, Content Marketing, Email Marketing

Tools & Frameworks: Google Analytics, HubSpot, Hootsuite