

Aisha Patel

aisha.patel@email.com • (555) 123-4567 • San Francisco, CA • linkedin.com/in/aisha-patel

SUMMARY

Detail-oriented Email Marketing Specialist with over 5 years of experience in creating targeted campaigns that drive engagement and conversion. Proven track record of leveraging analytics to optimize email performance and improve ROI.

EXPERIENCE

Email Marketing Specialist

Jan 2022 - Present

Tech Solutions Inc., San Francisco, CA

- Increased email open rates by 25% through A/B testing and optimization of subject lines.
- Achieved a 15% boost in click-through rates by implementing personalized content strategies.
- Managed and executed 10+ email campaigns monthly using Mailchimp and HubSpot.

Marketing Coordinator

Jun 2018 - Dec 2021

Creative Media Group, Los Angeles, CA

- Developed and launched email marketing campaigns that generated an additional \$200,000 in revenue annually.
- Streamlined the email design process, reducing production time by 30%.
- Utilized Google Analytics and Salesforce to track and report on campaign performance.

Junior Email Marketing Associate

May 2017 - May 2018

Retail Innovations, Los Angeles, CA

- Assisted in the creation of segmented email lists that improved targeting and engagement by 20%.
- Maintained email marketing database and ensured compliance with GDPR regulations.
- Conducted market research to analyze competitor email strategies.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Email Campaign Management, A/B Testing, Data Analysis, Customer Segmentation

Tools & Frameworks: Mailchimp, HubSpot, Google Analytics, Salesforce