

Aisha Patel

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SUMMARY

Results-driven Growth Marketer with over 5 years of experience in digital marketing and data analysis. Proven track record of driving customer acquisition and retention through targeted campaigns and innovative strategies.

EXPERIENCE

Growth Marketing Specialist

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Increased lead generation by 35% year-over-year through optimized SEO strategies and targeted content marketing.
- Implemented A/B testing for email marketing campaigns, resulting in a 25% increase in open rates and a 15% boost in click-through rates.
- Managed a \$150K annual budget for digital advertising, driving a 40% increase in return on ad spend (ROAS).

Digital Marketing Coordinator

Jun 2019 - Dec 2021

Creative Solutions LLC, Los Angeles, CA

- Developed and executed social media campaigns that increased brand engagement by 50% across platforms.
- Analyzed customer data to identify trends, resulting in a 30% improvement in targeted marketing efforts.
- Collaborated with cross-functional teams to launch a new product line, achieving \$500K in sales within the first quarter.

Marketing Assistant

Aug 2018 - May 2019

Bright Futures Agency, San Diego, CA

- Supported the marketing team in executing promotional events, increasing foot traffic by 20%.
- Conducted market research that contributed to strategic planning and product development.
- Assisted in managing email marketing lists and segmentation, improving audience targeting by 15%.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: SEO, Google Analytics, A/B Testing, Email Marketing

Tools & Frameworks: HubSpot, Mailchimp, Hootsuite, Adobe Creative Suite