

Aisha Patel

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SUMMARY

Dynamic Influencer Marketing Manager with over 5 years of experience in strategizing and executing successful influencer campaigns. Proven track record of increasing brand awareness and engagement through data-driven marketing strategies.

EXPERIENCE

Influencer Marketing Manager

Jan 2022 - Present

Marketing Innovations Inc., San Francisco, CA

- Increased influencer engagement by 40% through targeted campaign strategies, resulting in a \$200K revenue boost.
- Developed and maintained relationships with over 100 influencers in the fashion and beauty sectors.
- Utilized analytics tools to optimize campaign performance, leading to a 25% reduction in cost-per-acquisition (CPA).

Influencer Marketing Specialist

Jun 2019 - Dec 2021

Social Connect Agency, Los Angeles, CA

- Successfully managed and executed 30+ influencer partnerships for major brands, resulting in a 150% increase in social media engagement.
- Implemented a new tracking system that improved reporting efficiency by 35%.
- Collaborated with cross-functional teams to ensure cohesive brand messaging across all platforms.

Marketing Coordinator

Jan 2018 - May 2019

Digital Marketing Solutions, New York, NY

- Coordinated marketing initiatives that increased website traffic by 60% year-over-year.
- Supported influencer campaigns that drove a 30% increase in product sales.
- Performed market research and analysis to identify trends and opportunities.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Influencer Analytics, Content Strategy, Campaign Management, Data Analysis

Tools & Frameworks: Google Analytics, Hootsuite, Sprout Social, BuzzSumo