

Aisha Patel

aisha.patel@example.com • (555) 123-4567 • Los Angeles, CA • linkedin.com/in/aishapatel

SUMMARY

Dedicated Media Buyer with over 5 years of experience in digital advertising and a proven track record of optimizing campaigns to drive ROI. Proficient in leveraging data analytics to inform strategic media planning and execution.

EXPERIENCE

Media Buyer

Jan 2022 - Present

AdVantage Media Group, Los Angeles, CA

- Increased overall campaign ROI by 35% through strategic media placement and audience targeting.
- Managed a \$1.5 million annual media budget across multiple channels including digital, TV, and radio.
- Utilized Google Analytics and AdWords to analyze performance metrics and optimize campaigns, resulting in a 25% reduction in CPA.

Junior Media Buyer

Jun 2019 - Dec 2021

Creative Marketing Solutions, Santa Monica, CA

- Assisted in the planning and execution of media campaigns that generated over \$1 million in revenue.
- Developed and maintained strong relationships with media vendors to secure competitive rates and placements.
- Conducted extensive market research to identify target audiences, increasing campaign engagement rates by 40%.

Media Assistant

Jul 2018 - May 2019

Digital Ad Network, Los Angeles, CA

- Supported the media buying team with campaign performance analysis, leading to actionable insights that improved ROI by 15%.
- Coordinated media schedules and placements for over 20 clients, ensuring timely execution and adherence to budgets.
- Gained hands-on experience with programmatic buying platforms, including The Trade Desk and MediaMath.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of Southern California, Los Angeles, CA • GPA: 3.7

SKILLS

Technical Skills: Media Planning, Campaign Optimization, Data Analysis, Audience Targeting

Tools & Frameworks: Google Analytics, AdWords, The Trade Desk, MediaMath