

Amina Patel

amina.pat@example.com • (555) 123-4567 • Austin, TX • linkedin.com/in/aminapatel

SUMMARY

Results-driven Performance Marketer with over 5 years of experience in digital marketing and data analysis. Proven track record in optimizing campaign performance and driving revenue growth through strategic online advertising and A/B testing.

EXPERIENCE

Performance Marketing Specialist

Jan 2022 - Present

Tech Innovations Inc., Austin, TX

- Increased ROI by 35% year-over-year through targeted PPC campaigns and continuous optimization.
- Managed a monthly budget of \$50,000, achieving a 20% reduction in cost per acquisition (CPA).
- Utilized Google Analytics and SEMrush to analyze traffic patterns and improve campaign performance.

Digital Marketing Analyst

Jun 2019 - Dec 2021

Creative Solutions LLC, Austin, TX

- Executed A/B testing on email marketing campaigns, leading to a 40% increase in open rates.
- Developed and implemented SEO strategies that boosted organic traffic by 50% over 6 months.
- Collaborated with cross-functional teams to enhance user experience, resulting in a 15% increase in conversion rates.

Marketing Coordinator

Jul 2018 - May 2019

Brand Builders Corp., Austin, TX

- Supported the launch of a new product line, achieving \$200,000 in sales within the first quarter.
- Assisted in managing social media campaigns, increasing follower engagement by 60%.
- Monitored and reported on campaign performance metrics to drive strategic decisions.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: PPC Advertising, SEO Optimization, Data Analysis, A/B Testing

Tools & Frameworks: Google Analytics, SEMrush, Facebook Ads Manager, HubSpot