

Aisha Patel

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SUMMARY

Dynamic and results-oriented marketing professional with over 8 years of experience in driving strategic marketing initiatives. Proven track record in increasing brand awareness and market share through innovative campaigns and data-driven decision making.

EXPERIENCE

VP of Marketing

Jan 2022 - Present

Innovatech Solutions, San Francisco, CA

- Increased overall marketing ROI by 35% through targeted digital campaigns and effective budget management.
- Launched a customer loyalty program that boosted repeat purchase rates by 50% within 6 months.
- Spearheaded the implementation of a new CRM system, improving customer segmentation and personalized marketing efforts.

Marketing Director

Mar 2019 - Dec 2021

TechFusion Inc., Los Angeles, CA

- Developed and executed a multi-channel marketing strategy that increased lead generation by 40% year-over-year.
- Managed a team of 10 marketing professionals to deliver high-impact campaigns for product launches.
- Conducted market analysis to identify new growth opportunities, resulting in a 25% expansion of the customer base.

Senior Marketing Manager

May 2015 - Feb 2019

Global Tech Corp, New York, NY

- Enhanced brand visibility through strategic partnerships, leading to a 30% increase in website traffic.
- Implemented data analytics tools to track campaign performance, reducing costs by 20% while maintaining effectiveness.
- Orchestrated a rebranding initiative that elevated customer perception and boosted sales by 15%.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Digital Marketing Strategy, Data Analytics, CRM Management, SEO/SEM Optimization

Tools & Frameworks: Google Analytics, Salesforce, HubSpot, Adobe Creative Suite