

Jasmine Patel

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SUMMARY

Results-driven Performance Marketer with over 5 years of experience in digital marketing and data-driven strategies. Proven ability to enhance ROI through targeted campaign management and optimization techniques.

EXPERIENCE

Digital Marketing Manager

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Increased lead generation by 35% through optimized PPC campaigns, resulting in an additional \$200K in revenue.
- Implemented A/B testing strategies that improved conversion rates by 25% across multiple channels.
- Managed a \$500K annual marketing budget, ensuring cost-effective allocation of resources.

Performance Marketing Specialist

Jun 2019 - Dec 2021

Bright Marketing Agency, Los Angeles, CA

- Developed and executed performance marketing strategies that boosted client ROI by an average of 40%.
- Utilized Google Analytics and Facebook Ads Manager to track and analyze campaign performance, leading to data-driven decision making.
- Collaborated with cross-functional teams to optimize landing pages, reducing bounce rates by 20%.

Marketing Analyst

Aug 2017 - May 2019

Creative Solutions LLC, New York, NY

- Analyzed market trends and customer behavior to inform marketing strategies, contributing to a 15% increase in customer retention.
- Produced detailed reports on campaign performance, which improved stakeholder understanding and engagement.
- Streamlined reporting processes, saving 10 hours a month in manual data entry.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: SEO, PPC Advertising, Data Analysis, Conversion Rate Optimization

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