

Aisha Patel

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SUMMARY

Results-driven SEM Specialist with over 5 years of experience in optimizing digital marketing campaigns and maximizing ROI. Expertise in data analysis and keyword research, with a proven track record of improving campaign performance and driving significant revenue growth.

EXPERIENCE

Senior SEM Specialist

Jan 2022 - Present

Digital Marketing Solutions, San Francisco, CA

- Increased PPC campaign ROI by 40% through strategic keyword optimization and ad copy testing.
- Managed a monthly ad budget of \$100,000, resulting in a 30% increase in qualified leads.
- Implemented advanced A/B testing methodologies, reducing CPC by 25% and improving CTR by 15%.

SEM Analyst

Jun 2018 - Dec 2021

Innovative Ads Agency, Los Angeles, CA

- Leveraged Google Ads and Bing Ads to drive a 50% increase in website traffic year-over-year.
- Conducted in-depth competitive analysis, leading to a 20% improvement in keyword selection and targeting.
- Collaborated with cross-functional teams to integrate SEM efforts with overall marketing strategies, resulting in a 15% uplift in conversion rates.

Marketing Coordinator

Aug 2016 - May 2018

Tech Innovations Co., San Diego, CA

- Assisted in managing SEM campaigns for various clients, contributing to a collective revenue increase of \$500,000.
- Developed monthly performance reports and presented insights to improve future campaign strategies.
- Enhanced knowledge of SEO practices, resulting in improved organic search performance.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Google Ads, Bing Ads, SEO Optimization, A/B Testing

Tools & Frameworks: Google Analytics, SEMrush, Adobe Analytics