

Aisha Patel

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

SUMMARY

Dynamic Senior Level Affiliate Marketing Manager with over 8 years of experience in developing and executing successful affiliate marketing strategies that drive revenue growth. Proven track record in optimizing program performance and building strong partnerships with affiliates.

EXPERIENCE

Senior Affiliate Marketing Manager

Jan 2022 - Present

Tech Solutions Inc., San Francisco, CA

- Increased affiliate sales by 40% year-over-year, resulting in an additional \$2M in revenue.
- Implemented a new affiliate tracking system that improved data accuracy by 30% and reduced reporting time by 50%.
- Developed strategic partnerships with over 150 affiliates, enhancing brand visibility and engagement.

Affiliate Marketing Specialist

Jun 2018 - Dec 2021

Digital Marketing Agency, Los Angeles, CA

- Managed an affiliate program that grew to over 200 affiliates, resulting in a 35% increase in customer acquisition.
- Executed A/B testing on affiliate promotions that improved conversion rates by 25%.
- Coordinated with influencers to create brand-aligned content, leading to a 20% boost in social media engagement.

Affiliate Account Manager

Jan 2016 - May 2018

E-commerce Solutions Co., New York, NY

- Oversaw a portfolio of 100+ affiliate accounts, achieving a 30% increase in average order value.
- Developed training materials for affiliates that improved compliance with brand guidelines and increased sales performance.
- Utilized analytics tools to identify top-performing affiliates and optimize campaign strategies.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Affiliate Marketing Strategy, Data Analytics, SEO Optimization, Digital Advertising

Tools & Frameworks: Google Analytics, Affiliate Tracking Software, CRM Systems, Email Marketing Platforms