

Aisha Patel

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SUMMARY

Dynamic and results-driven Senior Digital Marketing Manager with over 8 years of experience in driving high-impact marketing strategies across diverse industries. Proven track record of increasing brand engagement and revenue through innovative digital campaigns and data-driven decisions.

EXPERIENCE

Senior Digital Marketing Manager

Jan 2022 - Present

Tech Innovators Inc., San Francisco, CA

- Increased website traffic by 50% year-over-year through targeted SEO and content marketing strategies.
- Successfully managed a \$1.5 million annual marketing budget, optimizing spend to achieve a 30% increase in ROI.
- Led cross-functional teams to launch a multi-channel campaign that generated \$3 million in new revenue within the first quarter.

Digital Marketing Strategist

Jun 2018 - Dec 2021

Creative Solutions LLC, Los Angeles, CA

- Developed and executed digital marketing strategies that boosted lead generation by 40% within 6 months.
- Implemented marketing automation tools resulting in a 25% reduction in manual reporting time.
- Analyzed campaign performance using Google Analytics, leading to a 20% improvement in conversion rates.

Marketing Coordinator

Jan 2016 - May 2018

Innovate Marketing Agency, New York, NY

- Spearheaded social media campaigns that grew engagement by 200% across platforms.
- Assisted in the launch of a new product line, contributing to a 15% increase in overall sales.
- Collaborated with design teams to create effective digital advertising content that enhanced brand visibility.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: SEO, Content Marketing, Data Analysis, PPC Advertising

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