

Aisha Patel

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SUMMARY

Results-driven email marketing specialist with over 8 years of experience in developing and implementing strategic email campaigns. Proven track record of increasing open rates and driving conversions through data-driven insights and innovative content strategies.

EXPERIENCE

Senior Email Marketing Specialist

Jan 2022 - Present

Tech Innovators Inc., San Francisco, CA

- Increased email open rates by 30% through A/B testing and personalization strategies.
- Achieved a 25% increase in click-through rates, resulting in an additional \$200,000 in revenue during Q2 2023.
- Led a team of 5 in the execution of over 50 successful email campaigns using HubSpot and Salesforce.

Email Marketing Manager

Mar 2019 - Dec 2021

Creative Solutions LLC, Los Angeles, CA

- Developed and executed lifecycle email campaigns that reduced customer churn by 15%.
- Implemented marketing automation workflows that saved 10 hours per week in manual processes.
- Conducted comprehensive analytics reviews to optimize strategies, leading to a 20% increase in return on investment for email marketing.

Email Marketing Coordinator

Jun 2015 - Feb 2019

Global Brands Corp., New York, NY

- Assisted in the creation of a segmented email list that improved targeting and engagement, resulting in a 15% increase in open rates.
- Collaborated with design and content teams to ensure cohesive branding across all email communications.
- Analyzed campaign performance metrics to drive continuous improvements and report findings to senior management.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Email Marketing Strategy, A/B Testing, Analytics and Reporting, Content Creation

Tools & Frameworks: HubSpot, Salesforce, Mailchimp, Google Analytics