

# Aisha Patel

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

## SUMMARY

---

Dynamic Senior Media Buyer with over 8 years of experience in strategic media planning and execution. Proven track record of optimizing media spend and enhancing brand visibility across digital platforms while driving significant ROI.

## EXPERIENCE

---

### Senior Media Buyer

Jan 2022 - Present

Digital Marketing Agency, Los Angeles, CA

- Increased client ROI by 35% through data-driven media strategies and targeted ad placements.
- Negotiated media buys that resulted in a 20% reduction in costs while expanding reach by 50%.
- Led cross-functional teams to execute multi-channel campaigns utilizing A/B testing methodologies.

### Media Buyer

May 2018 - Dec 2021

National Advertising Firm, San Francisco, CA

- Managed a portfolio of clients with a collective media budget exceeding \$5M, delivering campaigns that consistently met or exceeded KPIs.
- Executed programmatic advertising strategies that improved click-through rates by 40% year-over-year.
- Utilized analytics tools such as Google Analytics and SEMrush to refine targeting and increase campaign effectiveness.

### Junior Media Buyer

Jun 2015 - Apr 2018

Local Marketing Agency, San Diego, CA

- Assisted in the development of media plans that resulted in a 30% increase in brand awareness for key clients.
- Conducted market research and analysis to support media recommendations, contributing to a 15% uplift in lead generation.
- Collaborated with creative teams to ensure cohesive messaging across all media channels.

## EDUCATION

---

### Bachelor of Science in Marketing

May 2018

University of California, Los Angeles, Los Angeles, CA • GPA: 3.7

## SKILLS

---

**Technical Skills:** Media Planning, Digital Marketing Strategy, Analytics & Reporting, Programmatic Buying

**Tools & Frameworks:** Google Ads, Facebook Ads Manager, Tableau, SEMrush