

Aisha Patel

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SUMMARY

Results-driven Senior Performance Marketer with over 7 years of experience in driving successful digital marketing campaigns. Proven track record in optimizing ad spend and improving ROI through data analysis and innovative strategies.

EXPERIENCE

Senior Performance Marketer

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Increased overall marketing ROI by 35% within the first year by implementing advanced targeting strategies and A/B testing.
- Managed a \$1.5 million annual digital advertising budget, optimizing spend across Google Ads and Facebook Ads to achieve a 25% reduction in CPA.
- Led a cross-functional team in developing and launching a new customer acquisition campaign that generated \$500K in incremental revenue in the first 6 months.

Performance Marketing Manager

Jul 2018 - Dec 2021

Digital Solutions Co., Los Angeles, CA

- Achieved a 40% increase in lead generation through improved SEO and PPC strategies, resulting in an additional \$1 million in sales.
- Utilized marketing automation tools to streamline campaign management, reducing manual workload by 30 hours per month.
- Conducted thorough competitor analysis and market research to inform strategic decisions, leading to a successful rebranding initiative.

Digital Marketing Specialist

May 2016 - Jun 2018

Creative Agency LLC, New York, NY

- Designed and executed multi-channel marketing campaigns that increased website traffic by 50% and improved conversion rates by 15%.
- Collaborated with content creators to develop engaging ad copy and visuals, enhancing user engagement and brand awareness.
- Analyzed campaign performance metrics using Google Analytics, providing actionable insights to optimize future strategies.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: SEO, PPC Management, Data Analysis, A/B Testing

Tools & Frameworks: Google Ads, Facebook Ads Manager, Google Analytics, HubSpot