

Aisha Rahman - Growth Marketing Manager

aisha.rahman@example.com | Singapore

Summary:

Growth-focused Marketing Manager with 8+ years of experience scaling B2C and B2B acquisition channels. Passionate about data-driven marketing and customer journey optimization.

Skills:

Funnel Optimization, Conversion Rate Optimization (CRO), Paid Ads Strategy (Meta, TikTok, Google), Marketing Attribution Modeling, Retargeting Campaigns

Experience:

Growth Marketing Manager - Zoomix App Singapore (Aug 2021 Present)

- * Increased user acquisition by 150% YOY
- * Reduced CAC by 35% while maintaining ROAS
- * Set up full-funnel reporting across GA4 and Mixpanel

Marketing Analyst Sr. Growth Marketer - GoZen Tech Singapore (2016 2021)

- * Created onboarding funnels that improved user retention by 20%
- * Optimized landing pages with multivariate testing

Education:

B.S. Business Analytics, Nanyang Technological University