

PRIYA SUBRAMANIAN

Trichichirapalli | priya.natarajan15@example.com | 555-0146

PROFESSIONAL SUMMARY

Engaging problem solver experienced in Copywriting, seeking to apply Marketing principles to challenging projects.

TECHNICAL SKILLS

Copywriting, PPC, Email Marketing, Content Strategy, SEO, Google Analytics

PROFESSIONAL EXPERIENCE

Social Media Coordinator

Arumugam Enterprises | 2016 - 2018

- Managed a monthly ad budget of \$857k focusing on SEO with a 3x ROI.
- Launched a viral campaign reaching 847 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using Email Marketing.
- Increased organic traffic by 292% through targeted Google Analytics campaigns.

SEO Specialist

Venkatesan Solutions | 2020 - 2022

- Increased organic traffic by 123% through targeted Email Marketing campaigns.
- Optimized conversion rates by 82% through A/B testing and Email Marketing analysis.
- Managed a monthly ad budget of \$211k focusing on Google Analytics with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using PPC.

EDUCATION

B.S. in Marketing

Annamalai University, Graduated 2017