

VIGNESH ARUMUGAM

Coimbatore | anitha.balasubramanian47@example.com | 555-0140

PROFESSIONAL SUMMARY

Results-oriented specialist in Marketing, dedicated to leveraging Brand Management to drive business success.

TECHNICAL SKILLS

Brand Management, Content Strategy, Copywriting, Email Marketing, Social Media, PPC

PROFESSIONAL EXPERIENCE

Marketing Manager

Krishnan Systems | 2017 - 2018

- Managed a monthly ad budget of \$503k focusing on Social Media with a 3x ROI.
- Increased organic traffic by 245% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using Email Marketing.

Social Media Coordinator

Ganesan Enterprises | 2020 - 2022

- Optimized conversion rates by 670% through A/B testing and Email Marketing analysis.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.
- Launched a viral campaign reaching 476 million users across social platforms.
- Managed a monthly ad budget of \$863k focusing on Social Media with a 3x ROI.

EDUCATION

B.S. in Marketing

Bharathiyar University, Graduated 2018