

# MOHAN NATARAJAN

Trichichirapalli | senthil.srinivasan44@example.com | 555-0163

## PROFESSIONAL SUMMARY

Results-oriented specialist in Marketing, dedicated to leveraging Content Strategy to drive business success.

## TECHNICAL SKILLS

Content Strategy, SEO, Google Analytics, Social Media, Email Marketing, PPC

## PROFESSIONAL EXPERIENCE

### Content Specialist

*Arumugam Global* | 2018 - 2020

- Optimized conversion rates by 240% through A/B testing and Social Media analysis.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.
- Increased organic traffic by 532% through targeted Email Marketing campaigns.
- Launched a viral campaign reaching 171 million users across social platforms.

### Marketing Manager

*Balasubramanian Systems* | 2018 - 2019

- Managed a monthly ad budget of \$686k focusing on PPC with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using Social Media.
- Increased organic traffic by 224% through targeted Email Marketing campaigns.
- Optimized conversion rates by 279% through A/B testing and Social Media analysis.
- Launched a viral campaign reaching 226 million users across social platforms.

## EDUCATION

### B.S. in Marketing

Bharathithasan University, Graduated 2017