

RAVI KRISHNAN

Karaikudi | karthik.muthusamy24@example.com | 555-0166

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

Content Strategy, Google Analytics, Copywriting, PPC, Email Marketing, Brand Management

PROFESSIONAL EXPERIENCE

SEO Specialist

Manickam Enterprises | 2016 - 2019

- Launched a viral campaign reaching 621 million users across social platforms.
- Increased organic traffic by 784% through targeted Brand Management campaigns.
- Optimized conversion rates by 675% through A/B testing and Google Analytics analysis.

Content Specialist

Rajendran Enterprises | 2021 - 2023

- Launched a viral campaign reaching 264 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using PPC.
- Managed a monthly ad budget of \$736k focusing on Brand Management with a 3x ROI.
- Increased organic traffic by 885% through targeted Brand Management campaigns.
- Optimized conversion rates by 594% through A/B testing and Content Strategy analysis.

EDUCATION

B.S. in Marketing

Annamalai University, Graduated 2012