

PRIYA RAJENDRAN

Chennai | nithya.srinivasan11@example.com | 555-0110

PROFESSIONAL SUMMARY

Highly motivated Marketing expert with a strong background in Brand Management and Email Marketing.

TECHNICAL SKILLS

Email Marketing, Brand Management, SEO, PPC, Copywriting, Content Strategy

PROFESSIONAL EXPERIENCE

Content Specialist

Natarajan Corp | 2019 - 2020

- Increased organic traffic by 100% through targeted PPC campaigns.
- Launched a viral campaign reaching 583 million users across social platforms.
- Optimized conversion rates by 80% through A/B testing and PPC analysis.

SEO Specialist

Rajendran Corp | 2021 - 2024

- Increased organic traffic by 884% through targeted Content Strategy campaigns.
- Collaborated with cross-functional teams to align brand voice using Copywriting.
- Launched a viral campaign reaching 135 million users across social platforms.

EDUCATION

B.S. in Marketing

Anna University, Graduated 2018