

# SHALINI ARUMUGAM

Trichichirapalli | lakshmi.srinivasan2@example.com | 555-0146

## PROFESSIONAL SUMMARY

Highly motivated Marketing expert with a strong background in SEO and Google Analytics.

## TECHNICAL SKILLS

Google Analytics, SEO, PPC, Copywriting, Social Media, Email Marketing

## PROFESSIONAL EXPERIENCE

### Social Media Coordinator

Venkatesan Systems | 2020 - 2021

- Managed a monthly ad budget of \$659k focusing on Google Analytics with a 3x ROI.
- Optimized conversion rates by 782% through A/B testing and Social Media analysis.
- Collaborated with cross-functional teams to align brand voice using Social Media.
- Increased organic traffic by 20% through targeted Copywriting campaigns.
- Launched a viral campaign reaching 679 million users across social platforms.

### SEO Specialist

Arumugam Solutions | 2021 - 2023

- Managed a monthly ad budget of \$776k focusing on PPC with a 3x ROI.
- Launched a viral campaign reaching 77 million users across social platforms.
- Optimized conversion rates by 860% through A/B testing and Social Media analysis.
- Increased organic traffic by 886% through targeted Email Marketing campaigns.
- Collaborated with cross-functional teams to align brand voice using Copywriting.

## EDUCATION

### B.S. in Marketing

Bharathithasan University, Graduated 2015