

ARTHI LAKSHMANAN

Madurai | priya.murugan89@example.com | 555-0156

PROFESSIONAL SUMMARY

Strategic problem solver experienced in Social Media, seeking to apply Marketing principles to challenging projects.

TECHNICAL SKILLS

Social Media, PPC, Brand Management, Content Strategy, Google Analytics, Copywriting

PROFESSIONAL EXPERIENCE

Marketing Manager

Srinivasan Enterprises | 2019 - 2021

- Launched a viral campaign reaching 331 million users across social platforms.
- Optimized conversion rates by 588% through A/B testing and Brand Management analysis.
- Collaborated with cross-functional teams to align brand voice using Copywriting.
- Managed a monthly ad budget of \$435k focusing on Google Analytics with a 3x ROI.

Marketing Manager

Ramasamy Global | 2018 - 2019

- Launched a viral campaign reaching 436 million users across social platforms.
- Increased organic traffic by 660% through targeted PPC campaigns.
- Optimized conversion rates by 431% through A/B testing and PPC analysis.

EDUCATION

B.S. in Marketing

Alagappa University, Graduated 2013