

SHALINI SELVARAJ

Erode | prakash.ganesan19@example.com | 555-0139

PROFESSIONAL SUMMARY

Results-oriented specialist in Marketing, dedicated to leveraging Brand Management to drive business success.

TECHNICAL SKILLS

Brand Management, Email Marketing, SEO, Social Media, PPC, Google Analytics

PROFESSIONAL EXPERIENCE

Marketing Manager

Selvaraj Corp | 2020 - 2023

- Managed a monthly ad budget of \$73k focusing on PPC with a 3x ROI.
- Optimized conversion rates by 393% through A/B testing and Social Media analysis.
- Increased organic traffic by 645% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using PPC.

Content Specialist

Srinivasan Enterprises | 2018 - 2019

- Managed a monthly ad budget of \$382k focusing on PPC with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using Brand Management.
- Launched a viral campaign reaching 300 million users across social platforms.

EDUCATION

B.S. in Marketing

Alagappa University, Graduated 2010