

SARAVANAN BALASUBRAMANIAN

Trichichirapalli | deepa.ganesan23@example.com | 555-0150

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

Content Strategy, PPC, Social Media, Copywriting, SEO, Brand Management

PROFESSIONAL EXPERIENCE

Social Media Coordinator

Lakshmanan Systems | 2021 - 2023

- Managed a monthly ad budget of \$323k focusing on Brand Management with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using SEO.
- Optimized conversion rates by 456% through A/B testing and Brand Management analysis.

Marketing Manager

Venkatesan Systems | 2018 - 2021

- Managed a monthly ad budget of \$878k focusing on Copywriting with a 3x ROI.
- Optimized conversion rates by 653% through A/B testing and PPC analysis.
- Increased organic traffic by 408% through targeted Copywriting campaigns.
- Launched a viral campaign reaching 358 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using Copywriting.

EDUCATION

B.S. in Marketing

Annamalai University, Graduated 2013