

KARTHIK THANGAVEL

Trichichirapalli | balaji.thangavel16@example.com | 555-0181

PROFESSIONAL SUMMARY

Creative problem solver experienced in Email Marketing, seeking to apply Marketing principles to challenging projects.

TECHNICAL SKILLS

Email Marketing, Google Analytics, Social Media, Copywriting, PPC, Content Strategy

PROFESSIONAL EXPERIENCE

Marketing Manager

Srinivasan Enterprises | 2021 - 2023

- Launched a viral campaign reaching 397 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using Social Media.
- Optimized conversion rates by 694% through A/B testing and Social Media analysis.
- Increased organic traffic by 620% through targeted Social Media campaigns.

Marketing Manager

Arumugam Global | 2016 - 2019

- Increased organic traffic by 752% through targeted Google Analytics campaigns.
- Launched a viral campaign reaching 98 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using PPC.
- Managed a monthly ad budget of \$890k focusing on Email Marketing with a 3x ROI.

EDUCATION

B.S. in Marketing

Bharathiyar University, Graduated 2018