

NITHYA THANGAVEL

Coimbatore | arthi.ganesan40@example.com | 555-0136

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

PPC, Google Analytics, Content Strategy, SEO, Email Marketing, Brand Management

PROFESSIONAL EXPERIENCE

Marketing Manager

Lakshmanan Corp | 2018 - 2020

- Optimized conversion rates by 155% through A/B testing and Google Analytics analysis.
- Managed a monthly ad budget of \$501k focusing on Brand Management with a 3x ROI.
- Launched a viral campaign reaching 819 million users across social platforms.

Content Specialist

Murugan Global | 2022 - 2023

- Increased organic traffic by 51% through targeted Google Analytics campaigns.
- Launched a viral campaign reaching 685 million users across social platforms.
- Optimized conversion rates by 537% through A/B testing and Content Strategy analysis.
- Collaborated with cross-functional teams to align brand voice using PPC.

EDUCATION

B.S. in Marketing

Anna University, Graduated 2015