

# SARAVANAN SRINIVASAN

Chidambaram | balaji.rajendran78@example.com | 555-0146

## PROFESSIONAL SUMMARY

Engaging Marketing professional with deep expertise in PPC and Google Analytics.

## TECHNICAL SKILLS

PPC, Google Analytics, SEO, Copywriting, Brand Management, Email Marketing

## PROFESSIONAL EXPERIENCE

### SEO Specialist

*Natarajan Corp | 2019 - 2021*

- Managed a monthly ad budget of \$676k focusing on Brand Management with a 3x ROI.
- Optimized conversion rates by 804% through A/B testing and SEO analysis.
- Increased organic traffic by 736% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using Google Analytics.

### Marketing Manager

*Srinivasan Tech | 2021 - 2022*

- Optimized conversion rates by 615% through A/B testing and Email Marketing analysis.
- Collaborated with cross-functional teams to align brand voice using Copywriting.
- Managed a monthly ad budget of \$539k focusing on Copywriting with a 3x ROI.
- Launched a viral campaign reaching 599 million users across social platforms.
- Increased organic traffic by 739% through targeted Copywriting campaigns.

## EDUCATION

### B.S. in Marketing

Bharathithasan University, Graduated 2010