

LAKSHMI VENKATESAN

Trichichirapalli | saravanan.ganesan98@example.com | 555-0188

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

Email Marketing, Brand Management, SEO, Copywriting, Content Strategy, PPC

PROFESSIONAL EXPERIENCE

Social Media Coordinator

Lakshmanan Corp | 2016 - 2017

- Launched a viral campaign reaching 440 million users across social platforms.
- Increased organic traffic by 388% through targeted SEO campaigns.
- Collaborated with cross-functional teams to align brand voice using Email Marketing.
- Managed a monthly ad budget of \$354k focusing on Brand Management with a 3x ROI.
- Optimized conversion rates by 706% through A/B testing and Content Strategy analysis.

SEO Specialist

Srinivasan Tech | 2019 - 2021

- Optimized conversion rates by 175% through A/B testing and Brand Management analysis.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.
- Launched a viral campaign reaching 745 million users across social platforms.

EDUCATION

B.S. in Marketing

Anna University, Graduated 2012