

# SARAVANAN GANESAN

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## PROFESSIONAL SUMMARY

Targeted problem solver experienced in Brand Management, seeking to apply Marketing principles to challenging projects.

## TECHNICAL SKILLS

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

## PROFESSIONAL EXPERIENCE

### Content Specialist

*Subramanian Corp | 2019 - 2022*

- Launched a viral campaign reaching 787 million users across social platforms.
- Increased organic traffic by 354% through targeted SEO campaigns.
- Optimized conversion rates by 18% through A/B testing and SEO analysis.
- Managed a monthly ad budget of \$166k focusing on Content Strategy with a 3x ROI.

### Content Specialist

*Kumar Systems | 2017 - 2018*

- Managed a monthly ad budget of \$421k focusing on Brand Management with a 3x ROI.
- Optimized conversion rates by 345% through A/B testing and Google Analytics analysis.
- Increased organic traffic by 599% through targeted Brand Management campaigns.
- Launched a viral campaign reaching 535 million users across social platforms.

## EDUCATION

### B.S. in Marketing

Annamalai University, Graduated 2012