

# KARTHIK KUMAR

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## PROFESSIONAL SUMMARY

Highly motivated Marketing expert with a strong background in Brand Management and Social Media.

## TECHNICAL SKILLS

Social Media, Brand Management, PPC, Content Strategy, Email Marketing, Google Analytics

## PROFESSIONAL EXPERIENCE

### Content Specialist

*Kumar Corp | 2022 - 2023*

- Collaborated with cross-functional teams to align brand voice using Social Media.
- Launched a viral campaign reaching 42 million users across social platforms.
- Managed a monthly ad budget of \$313k focusing on Social Media with a 3x ROI.

### SEO Specialist

*Subramanian Systems | 2015 - 2017*

- Launched a viral campaign reaching 535 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.
- Increased organic traffic by 349% through targeted Email Marketing campaigns.
- Optimized conversion rates by 271% through A/B testing and Content Strategy analysis.
- Managed a monthly ad budget of \$645k focusing on Email Marketing with a 3x ROI.

## EDUCATION

### B.S. in Marketing

Bharathithasan University, Graduated 2015