

MANOJ RAJENDRAN

Karaikudi | saravanan.muthusamy62@example.com | 555-0132

PROFESSIONAL SUMMARY

Engaging problem solver experienced in Copywriting, seeking to apply Marketing principles to challenging projects.

TECHNICAL SKILLS

Copywriting, SEO, Google Analytics, PPC, Brand Management, Content Strategy

PROFESSIONAL EXPERIENCE

Marketing Manager

Balasubramanian Systems | 2022 - 2025

- Managed a monthly ad budget of \$739k focusing on PPC with a 3x ROI.
- Optimized conversion rates by 495% through A/B testing and Google Analytics analysis.
- Increased organic traffic by 130% through targeted Google Analytics campaigns.
- Collaborated with cross-functional teams to align brand voice using Copywriting.
- Launched a viral campaign reaching 780 million users across social platforms.

Marketing Manager

Srinivasan Corp | 2018 - 2019

- Optimized conversion rates by 135% through A/B testing and SEO analysis.
- Launched a viral campaign reaching 165 million users across social platforms.
- Managed a monthly ad budget of \$434k focusing on Content Strategy with a 3x ROI.
- Increased organic traffic by 498% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using PPC.

EDUCATION

B.S. in Marketing

Alagappa University, Graduated 2018