

# VIGNESH ARUMUGAM

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## PROFESSIONAL SUMMARY

Results-oriented specialist in Marketing, dedicated to leveraging Brand Management to drive business success.

## TECHNICAL SKILLS

Brand Management, Content Strategy, Copywriting, Email Marketing, Social Media, PPC

## PROFESSIONAL EXPERIENCE

### Marketing Manager

*Krishnan Systems | 2017 - 2018*

- Managed a monthly ad budget of \$503k focusing on Social Media with a 3x ROI.
- Increased organic traffic by 245% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using Email Marketing.

### Social Media Coordinator

*Ganesan Enterprises | 2020 - 2022*

- Optimized conversion rates by 670% through A/B testing and Email Marketing analysis.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.
- Launched a viral campaign reaching 476 million users across social platforms.
- Managed a monthly ad budget of \$863k focusing on Social Media with a 3x ROI.

## EDUCATION

### B.S. in Marketing

Bharathiyar University, Graduated 2018