

SHALINI BALASUBRAMANIAN

Karaikudi | prakash.muthusamy5@example.com | 555-0117

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Marketing Manager

Krishnan Solutions | 2016 - 2017

- Managed a monthly ad budget of \$779k focusing on Copywriting with a 3x ROI.
- Optimized conversion rates by 518% through A/B testing and Content Strategy analysis.
- Collaborated with cross-functional teams to align brand voice using Copywriting.
- Increased organic traffic by 298% through targeted Google Analytics campaigns.
- Launched a viral campaign reaching 692 million users across social platforms.

Marketing Manager

Ramasamy Global | 2022 - 2024

- Collaborated with cross-functional teams to align brand voice using Brand Management.
- Increased organic traffic by 804% through targeted Google Analytics campaigns.
- Managed a monthly ad budget of \$17k focusing on Google Analytics with a 3x ROI.
- Optimized conversion rates by 28% through A/B testing and Copywriting analysis.

EDUCATION

B.S. in Marketing

Bharathiyar University, Graduated 2013