

SARAVANAN GANESAN

Karaikudi | suresh.subramanian50@example.com | 555-0138

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