

# MEENA RAMASAMY

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## PROFESSIONAL SUMMARY

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

## TECHNICAL SKILLS

Email Marketing, Social Media, PPC, Google Analytics, Copywriting, Brand Management

## PROFESSIONAL EXPERIENCE

### Content Specialist

*Balasubramanian Global* | 2019 - 2020

- Optimized conversion rates by 76% through A/B testing and Google Analytics analysis.
- Increased organic traffic by 470% through targeted Google Analytics campaigns.
- Collaborated with cross-functional teams to align brand voice using Brand Management.
- Managed a monthly ad budget of \$659k focusing on Brand Management with a 3x ROI.
- Launched a viral campaign reaching 446 million users across social platforms.

### Marketing Manager

*Selvaraj Global* | 2019 - 2020

- Optimized conversion rates by 231% through A/B testing and Social Media analysis.
- Launched a viral campaign reaching 267 million users across social platforms.
- Managed a monthly ad budget of \$484k focusing on Copywriting with a 3x ROI.
- Increased organic traffic by 56% through targeted Google Analytics campaigns.

## EDUCATION

### B.S. in Marketing

Alagappa University, Graduated 2018