

KAVYA KRISHNAN

Chidambaram | priya.krishnan73@example.com | 555-0124

PROFESSIONAL SUMMARY

Targeted Marketing professional with deep expertise in PPC and SEO.

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Marketing Manager

Muthusamy Enterprises / 2020 - 2021

- Optimized conversion rates by 181% through A/B testing and PPC analysis.
- Managed a monthly ad budget of \$484k focusing on SEO with a 3x ROI.
- Increased organic traffic by 873% through targeted Brand Management campaigns.
- Launched a viral campaign reaching 701 million users across social platforms.

Content Specialist

Subramanian Systems / 2015 - 2016

- Collaborated with cross-functional teams to align brand voice using PPC.
- Optimized conversion rates by 658% through A/B testing and Email Marketing analysis.
- Increased organic traffic by 570% through targeted PPC campaigns.
- Managed a monthly ad budget of \$333k focusing on SEO with a 3x ROI.

EDUCATION

B.S. in Marketing

Anna University, Graduated 2016