

MOHAN NATARAJAN

Trichichirapalli | senthil.srinivasan44@example.com | 555-0163

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

Content Strategy, SEO, Google Analytics, Social Media, Email Marketing, PPC

PROFESSIONAL EXPERIENCE

Content Specialist

Arumugam Global | 2018 - 2020

- Optimized conversion rates by 240% through A/B testing and Social Media analysis.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.
- Increased organic traffic by 532% through targeted Email Marketing campaigns.
- Launched a viral campaign reaching 171 million users across social platforms.

Marketing Manager

Balasubramanian Systems | 2018 - 2019

- Managed a monthly ad budget of \$686k focusing on PPC with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using Social Media.
- Increased organic traffic by 224% through targeted Email Marketing campaigns.
- Optimized conversion rates by 279% through A/B testing and Social Media analysis.
- Launched a viral campaign reaching 226 million users across social platforms.

EDUCATION

B.S. in Marketing

Bharathithasan University, Graduated 2017