

BALAJI NATARAJAN

Chidambaram | nithya.rajendran66@example.com | 555-0170

PROFESSIONAL SUMMARY

Engaging Marketing professional with deep expertise in Social Media and SEO.

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Marketing Manager

Selvaraj Global | 2016 - 2018

- Launched a viral campaign reaching 757 million users across social platforms.
- Increased organic traffic by 540% through targeted Social Media campaigns.
- Collaborated with cross-functional teams to align brand voice using Email Marketing.
- Optimized conversion rates by 553% through A/B testing and Copywriting analysis.

Social Media Coordinator

Selvaraj Systems | 2017 - 2018

- Increased organic traffic by 261% through targeted Brand Management campaigns.
- Launched a viral campaign reaching 715 million users across social platforms.
- Optimized conversion rates by 528% through A/B testing and Brand Management analysis.

EDUCATION

B.S. in Marketing

Anna University, Graduated 2018