

PRAKASH RAJENDRAN

Chidambaram | manoj.murugan42@example.com | 555-0123

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

Email Marketing, Copywriting, Brand Management, Google Analytics, Social Media, Content Strategy

PROFESSIONAL EXPERIENCE

Content Specialist

Arumugam Corp | 2018 - 2021

- Collaborated with cross-functional teams to align brand voice using Email Marketing.
- Increased organic traffic by 347% through targeted Google Analytics campaigns.
- Managed a monthly ad budget of \$457k focusing on Content Strategy with a 3x ROI.
- Optimized conversion rates by 267% through A/B testing and Content Strategy analysis.
- Launched a viral campaign reaching 894 million users across social platforms.

Content Specialist

Selvaraj Enterprises | 2015 - 2018

- Collaborated with cross-functional teams to align brand voice using Copywriting.
- Launched a viral campaign reaching 505 million users across social platforms.
- Managed a monthly ad budget of \$304k focusing on Content Strategy with a 3x ROI.

EDUCATION

B.S. in Marketing

Anna University, Graduated 2013