

DIVYA KRISHNAN

Karaikudi | senthil.srinivasan21@example.com | 555-0185

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

Content Strategy, Copywriting, SEO, PPC, Brand Management, Email Marketing

PROFESSIONAL EXPERIENCE

Content Specialist

Krishnan Solutions | 2020 - 2023

- Increased organic traffic by 143% through targeted Copywriting campaigns.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.
- Managed a monthly ad budget of \$521k focusing on Content Strategy with a 3x ROI.

Marketing Manager

Ramasamy Corp | 2016 - 2017

- Optimized conversion rates by 332% through A/B testing and Email Marketing analysis.
- Increased organic traffic by 293% through targeted PPC campaigns.
- Managed a monthly ad budget of \$144k focusing on Content Strategy with a 3x ROI.

EDUCATION

B.S. in Marketing

Alagappa University, Graduated 2016