

# ANITHA KRISHNAN

Chidambaram | kavya.ganesan83@example.com | 555-0178

## PROFESSIONAL SUMMARY

Highly motivated Marketing expert with a strong background in Google Analytics and Email Marketing.

## TECHNICAL SKILLS

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

## PROFESSIONAL EXPERIENCE

### SEO Specialist

*Krishnan Systems | 2019 - 2020*

- Launched a viral campaign reaching 689 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.
- Managed a monthly ad budget of \$657k focusing on Google Analytics with a 3x ROI.
- Optimized conversion rates by 183% through A/B testing and Content Strategy analysis.

### Marketing Manager

*Subramanian Global | 2015 - 2018*

- Launched a viral campaign reaching 17 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using Copywriting.
- Increased organic traffic by 166% through targeted Copywriting campaigns.

## EDUCATION

### B.S. in Marketing

Bharathiyar University, Graduated 2018