

SARAVANAN SRINIVASAN

Chidambaram | balaji.rajendran78@example.com | 555-0146

PROFESSIONAL SUMMARY

Engaging Marketing professional with deep expertise in PPC and Google Analytics.

TECHNICAL SKILLS

PPC, Google Analytics, SEO, Copywriting, Brand Management, Email Marketing

PROFESSIONAL EXPERIENCE

SEO Specialist

Natarajan Corp | 2019 - 2021

- Managed a monthly ad budget of \$676k focusing on Brand Management with a 3x ROI.
- Optimized conversion rates by 804% through A/B testing and SEO analysis.
- Increased organic traffic by 736% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using Google Analytics.

Marketing Manager

Srinivasan Tech | 2021 - 2022

- Optimized conversion rates by 615% through A/B testing and Email Marketing analysis.
- Collaborated with cross-functional teams to align brand voice using Copywriting.
- Managed a monthly ad budget of \$539k focusing on Copywriting with a 3x ROI.
- Launched a viral campaign reaching 599 million users across social platforms.
- Increased organic traffic by 739% through targeted Copywriting campaigns.

EDUCATION

B.S. in Marketing

Bharathithasan University, Graduated 2010