

SARAVANAN BALASUBRAMANIAN

Chennai | deepa.rajendran15@example.com | 555-0162

PROFESSIONAL SUMMARY

Viral problem solver experienced in Copywriting, seeking to apply Marketing principles to challenging projects.

TECHNICAL SKILLS

Copywriting, Brand Management, PPC, SEO, Social Media, Email Marketing

PROFESSIONAL EXPERIENCE

SEO Specialist

Lakshmanan Global | 2022 - 2024

- Optimized conversion rates by 832% through A/B testing and SEO analysis.
- Launched a viral campaign reaching 397 million users across social platforms.
- Increased organic traffic by 320% through targeted PPC campaigns.
- Managed a monthly ad budget of \$619k focusing on Social Media with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using Social Media.

Content Specialist

Balasubramanian Global | 2020 - 2021

- Collaborated with cross-functional teams to align brand voice using Social Media.
- Launched a viral campaign reaching 249 million users across social platforms.
- Managed a monthly ad budget of \$280k focusing on Email Marketing with a 3x ROI.

EDUCATION

B.S. in Marketing

Anna University, Graduated 2015