

ARTHI SUBRAMANIAN

Trichichirapalli | priya.lakshmanan9@example.com | 555-0143

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

Brand Management, Content Strategy, Google Analytics, SEO, Copywriting, Social Media

PROFESSIONAL EXPERIENCE

Marketing Manager

Subramanian Solutions | 2015 - 2017

- Increased organic traffic by 335% through targeted Google Analytics campaigns.
- Launched a viral campaign reaching 650 million users across social platforms.
- Managed a monthly ad budget of \$156k focusing on Social Media with a 3x ROI.
- Optimized conversion rates by 491% through A/B testing and Social Media analysis.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.

Social Media Coordinator

Krishnan Corp | 2022 - 2024

- Optimized conversion rates by 755% through A/B testing and Content Strategy analysis.
- Managed a monthly ad budget of \$520k focusing on Google Analytics with a 3x ROI.
- Increased organic traffic by 875% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using Google Analytics.
- Launched a viral campaign reaching 45 million users across social platforms.

EDUCATION

B.S. in Marketing

Bharathiyar University, Graduated 2016