

# NITHYA LAKSHMANAN

Chidambaram | arun.arumugam63@example.com | 555-0110

## PROFESSIONAL SUMMARY

Highly motivated Marketing expert with a strong background in PPC and SEO.

## TECHNICAL SKILLS

SEO, PPC, Brand Management, Social Media, Google Analytics, Email Marketing

## PROFESSIONAL EXPERIENCE

### Social Media Coordinator

*Kumar Corp | 2022 - 2025*

- Collaborated with cross-functional teams to align brand voice using Email Marketing.
- Managed a monthly ad budget of \$304k focusing on Email Marketing with a 3x ROI.
- Launched a viral campaign reaching 315 million users across social platforms.

### Content Specialist

*Subramanian Enterprises | 2021 - 2023*

- Launched a viral campaign reaching 519 million users across social platforms.
- Increased organic traffic by 96% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using SEO.
- Optimized conversion rates by 419% through A/B testing and Email Marketing analysis.
- Managed a monthly ad budget of \$188k focusing on Google Analytics with a 3x ROI.

## EDUCATION

### B.S. in Marketing

Bharathithasan University, Graduated 2017