

JANANI KUMAR

Chidambaram | senthil.kumar81@example.com | 555-0172

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

Brand Management, Google Analytics, SEO, Copywriting, PPC, Social Media

PROFESSIONAL EXPERIENCE

Marketing Manager

Ganesan Global | 2021 - 2023

- Launched a viral campaign reaching 830 million users across social platforms.
- Increased organic traffic by 693% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using Social Media.
- Managed a monthly ad budget of \$15k focusing on Social Media with a 3x ROI.
- Optimized conversion rates by 66% through A/B testing and Social Media analysis.

Content Specialist

Krishnan Global | 2015 - 2017

- Launched a viral campaign reaching 739 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using Social Media.
- Increased organic traffic by 82% through targeted Copywriting campaigns.
- Managed a monthly ad budget of \$189k focusing on Social Media with a 3x ROI.

EDUCATION

B.S. in Marketing

Alagappa University, Graduated 2011