

# KARTHIK THANGAVEL

Trichichirapalli | balaji.thangavel16@example.com | 555-0181

## PROFESSIONAL SUMMARY

Creative problem solver experienced in Email Marketing, seeking to apply Marketing principles to challenging projects.

## TECHNICAL SKILLS

Email Marketing, Google Analytics, Social Media, Copywriting, PPC, Content Strategy

## PROFESSIONAL EXPERIENCE

### Marketing Manager

Srinivasan Enterprises | 2021 - 2023

- Launched a viral campaign reaching 397 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using Social Media.
- Optimized conversion rates by 694% through A/B testing and Social Media analysis.
- Increased organic traffic by 620% through targeted Social Media campaigns.

### Marketing Manager

Arumugam Global | 2016 - 2019

- Increased organic traffic by 752% through targeted Google Analytics campaigns.
- Launched a viral campaign reaching 98 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using PPC.
- Managed a monthly ad budget of \$890k focusing on Email Marketing with a 3x ROI.

## EDUCATION

### B.S. in Marketing

Bharathiyar University, Graduated 2018