

SURESH KRISHNAN

Coimbatore | shalini.srinivasan40@example.com | 555-0113

PROFESSIONAL SUMMARY

Targeted problem solver experienced in PPC, seeking to apply Marketing principles to challenging projects.

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Social Media Coordinator

Selvaraj Solutions | 2021 - 2022

- Optimized conversion rates by 493% through A/B testing and Google Analytics analysis.
- Managed a monthly ad budget of \$37k focusing on Social Media with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using Email Marketing.

Marketing Manager

Ganesan Solutions | 2016 - 2017

- Optimized conversion rates by 442% through A/B testing and Social Media analysis.
- Increased organic traffic by 674% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using PPC.
- Managed a monthly ad budget of \$891k focusing on PPC with a 3x ROI.

EDUCATION

B.S. in Marketing

Alagappa University, Graduated 2016