

ANITHA MANICKAM

Chennai | vignesh.rajendran2@example.com | 555-0157

PROFESSIONAL SUMMARY

Viral problem solver experienced in Google Analytics, seeking to apply Marketing principles to challenging projects.

TECHNICAL SKILLS

Google Analytics, Copywriting, PPC, Content Strategy, Email Marketing, SEO

PROFESSIONAL EXPERIENCE

SEO Specialist

Manickam Solutions | 2018 - 2019

- Increased organic traffic by 788% through targeted SEO campaigns.
- Managed a monthly ad budget of \$836k focusing on Copywriting with a 3x ROI.
- Launched a viral campaign reaching 462 million users across social platforms.

SEO Specialist

Rajendran Tech | 2019 - 2021

- Managed a monthly ad budget of \$791k focusing on PPC with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using PPC.
- Launched a viral campaign reaching 391 million users across social platforms.
- Optimized conversion rates by 745% through A/B testing and Email Marketing analysis.

EDUCATION

B.S. in Marketing

Bharathithasan University, Graduated 2016