

LAKSHMI NATARAJAN

Chennai | lakshmi.venkatesan50@example.com | 555-0117

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Social Media Coordinator

Krishnan Enterprises | 2015 - 2016

- Optimized conversion rates by 195% through A/B testing and SEO analysis.
- Collaborated with cross-functional teams to align brand voice using Social Media.
- Increased organic traffic by 330% through targeted SEO campaigns.

Social Media Coordinator

Perumal Tech | 2017 - 2020

- Managed a monthly ad budget of \$288k focusing on Google Analytics with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using Email Marketing.
- Launched a viral campaign reaching 465 million users across social platforms.
- Optimized conversion rates by 824% through A/B testing and Social Media analysis.

EDUCATION

B.S. in Marketing

Annamalai University, Graduated 2018