

# DEEPA THANGAVEL

Chennai | ravi.manickam71@example.com | 555-0191

## PROFESSIONAL SUMMARY

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

## TECHNICAL SKILLS

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

## PROFESSIONAL EXPERIENCE

### Marketing Manager

*Manickam Enterprises* | 2018 - 2019

- Launched a viral campaign reaching 450 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using PPC.
- Increased organic traffic by 528% through targeted Content Strategy campaigns.
- Managed a monthly ad budget of \$506k focusing on Social Media with a 3x ROI.
- Optimized conversion rates by 370% through A/B testing and Social Media analysis.

### Marketing Manager

*Perumal Solutions* | 2015 - 2017

- Launched a viral campaign reaching 687 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.
- Optimized conversion rates by 699% through A/B testing and Social Media analysis.
- Increased organic traffic by 679% through targeted Content Strategy campaigns.

## EDUCATION

### B.S. in Marketing

Alagappa University, Graduated 2015