

MANOJ LAKSHMANAN

Madurai | janani.selvaraj76@example.com | 555-0178

PROFESSIONAL SUMMARY

Results-oriented specialist in Marketing, dedicated to leveraging Brand Management to drive business success.

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Social Media Coordinator

Manickam Tech | 2019 - 2020

- Launched a viral campaign reaching 863 million users across social platforms.
- Optimized conversion rates by 473% through A/B testing and Google Analytics analysis.
- Managed a monthly ad budget of \$861k focusing on Brand Management with a 3x ROI.
- Increased organic traffic by 213% through targeted Brand Management campaigns.

Content Specialist

Krishnan Enterprises | 2018 - 2019

- Increased organic traffic by 640% through targeted Social Media campaigns.
- Optimized conversion rates by 305% through A/B testing and Copywriting analysis.
- Launched a viral campaign reaching 74 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using PPC.
- Managed a monthly ad budget of \$28k focusing on Brand Management with a 3x ROI.

EDUCATION

B.S. in Marketing

Bharathiyar University, Graduated 2011