

# KARTHIK KUMAR

Madurai | revathi.muthusamy79@example.com | 555-0150

## PROFESSIONAL SUMMARY

Highly motivated Marketing expert with a strong background in Brand Management and Social Media.

## TECHNICAL SKILLS

Social Media, Brand Management, PPC, Content Strategy, Email Marketing, Google Analytics

## PROFESSIONAL EXPERIENCE

### Content Specialist

*Kumar Corp* | 2022 - 2023

- Collaborated with cross-functional teams to align brand voice using Social Media.
- Launched a viral campaign reaching 42 million users across social platforms.
- Managed a monthly ad budget of \$313k focusing on Social Media with a 3x ROI.

### SEO Specialist

*Subramanian Systems* | 2015 - 2017

- Launched a viral campaign reaching 535 million users across social platforms.
- Collaborated with cross-functional teams to align brand voice using Content Strategy.
- Increased organic traffic by 349% through targeted Email Marketing campaigns.
- Optimized conversion rates by 271% through A/B testing and Content Strategy analysis.
- Managed a monthly ad budget of \$645k focusing on Email Marketing with a 3x ROI.

## EDUCATION

### B.S. in Marketing

Bharathithasan University, Graduated 2015