

SENTHIL KRISHNAN

Erode | shalini.kumar63@example.com | 555-0159

PROFESSIONAL SUMMARY

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

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Content Specialist

Perumal Solutions | 2020 - 2021

- Optimized conversion rates by 700% through A/B testing and Copywriting analysis.
- Launched a viral campaign reaching 624 million users across social platforms.
- Increased organic traffic by 516% through targeted Google Analytics campaigns.
- Collaborated with cross-functional teams to align brand voice using Email Marketing.
- Managed a monthly ad budget of \$478k focusing on SEO with a 3x ROI.

Content Specialist

Kumar Systems | 2019 - 2020

- Launched a viral campaign reaching 578 million users across social platforms.
- Increased organic traffic by 222% through targeted Brand Management campaigns.
- Collaborated with cross-functional teams to align brand voice using SEO.
- Optimized conversion rates by 660% through A/B testing and Google Analytics analysis.
- Managed a monthly ad budget of \$593k focusing on Google Analytics with a 3x ROI.

EDUCATION

B.S. in Marketing

Anna University, Graduated 2010