

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