

MOHAN KRISHNAN

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PROFESSIONAL SUMMARY

Viral Marketing professional with deep expertise in Content Strategy and Google Analytics.

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Social Media Coordinator

Subramanian Enterprises | 2020 - 2021

- Increased organic traffic by 437% through targeted Content Strategy campaigns.
- Optimized conversion rates by 291% through A/B testing and Brand Management analysis.
- Collaborated with cross-functional teams to align brand voice using Brand Management.

Social Media Coordinator

Manickam Corp | 2015 - 2017

- Collaborated with cross-functional teams to align brand voice using PPC.
- Optimized conversion rates by 774% through A/B testing and Content Strategy analysis.
- Managed a monthly ad budget of \$525k focusing on Social Media with a 3x ROI.
- Launched a viral campaign reaching 851 million users across social platforms.

EDUCATION

B.S. in Marketing

Alagappa University, Graduated 2015