

# 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