

# BALAJI PERUMAL

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## PROFESSIONAL SUMMARY

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

## TECHNICAL SKILLS

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

## PROFESSIONAL EXPERIENCE

### Content Specialist

*Rajendran Tech | 2015 - 2017*

- Launched a viral campaign reaching 174 million users across social platforms.
- Increased organic traffic by 377% through targeted Brand Management campaigns.
- Managed a monthly ad budget of \$869k focusing on Email Marketing with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using SEO.

### Social Media Coordinator

*Natarajan Solutions | 2019 - 2020*

- Managed a monthly ad budget of \$484k focusing on Brand Management with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using Social Media.
- Optimized conversion rates by 10% through A/B testing and Brand Management analysis.

## EDUCATION

### B.S. in Marketing

Annamalai University, Graduated 2013