

JANANI LAKSHMANAN

Erode | mohan.selvaraj59@example.com | 555-0181

PROFESSIONAL SUMMARY

Targeted Marketing professional with deep expertise in PPC and Brand Management.

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Content Specialist

Natarajan Global | 2021 - 2023

- Increased organic traffic by 258% through targeted Content Strategy campaigns.
- Collaborated with cross-functional teams to align brand voice using PPC.
- Launched a viral campaign reaching 139 million users across social platforms.

SEO Specialist

Ganesan Systems | 2018 - 2020

- Collaborated with cross-functional teams to align brand voice using Email Marketing.
- Managed a monthly ad budget of \$93k focusing on Google Analytics with a 3x ROI.
- Optimized conversion rates by 390% through A/B testing and Content Strategy analysis.

EDUCATION

B.S. in Marketing

Alagappa University, Graduated 2016