

# SARAVANAN BALASUBRAMANIAN

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## PROFESSIONAL SUMMARY

Highly motivated Marketing expert with a strong background in SEO and Content Strategy.

## TECHNICAL SKILLS

Content Strategy, SEO, Social Media, PPC, Email Marketing, Google Analytics

## PROFESSIONAL EXPERIENCE

### Marketing Manager

*Venkatesan Systems | 2022 - 2025*

- Managed a monthly ad budget of \$549k focusing on Content Strategy with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using Email Marketing.
- Increased organic traffic by 539% through targeted PPC campaigns.
- Launched a viral campaign reaching 740 million users across social platforms.

### SEO Specialist

*Muthusamy Systems | 2015 - 2016*

- Optimized conversion rates by 610% through A/B testing and SEO analysis.
- Managed a monthly ad budget of \$684k focusing on Content Strategy with a 3x ROI.
- Collaborated with cross-functional teams to align brand voice using SEO.
- Increased organic traffic by 217% through targeted Google Analytics campaigns.

## EDUCATION

### B.S. in Marketing

Anna University, Graduated 2015