

BALAJI THANGAVEL

Karaikudi | revathi.muthusamy6@example.com | 555-0111

PROFESSIONAL SUMMARY

Creative Marketing professional with deep expertise in Email Marketing and Copywriting.

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Marketing Manager

Thangavel Global | 2016 - 2017

- Optimized conversion rates by 634% through A/B testing and Content Strategy analysis.
- Collaborated with cross-functional teams to align brand voice using Email Marketing.
- Managed a monthly ad budget of \$507k focusing on Brand Management with a 3x ROI.

Social Media Coordinator

Arumugam Corp | 2017 - 2019

- Collaborated with cross-functional teams to align brand voice using Copywriting.
- Launched a viral campaign reaching 550 million users across social platforms.
- Managed a monthly ad budget of \$655k focusing on Google Analytics with a 3x ROI.

EDUCATION

B.S. in Marketing

Bharathithasan University, Graduated 2013