

SUBHA CHITRA S

Tirunelveli | +91 9487773721 | venkisubha2327@gmail.com

PROFILE

Marketing Analyst with 1 year of hands-on experience in B2B digital marketing, including account-based marketing (ABM), LinkedIn Ads, and Google Ads (keyword research and ad copy creation). Completed an MBA in Marketing and Finance, combining strategic business acumen with practical campaign execution. Eager to leverage analytical and marketing skills to drive measurable growth for a forward-looking organization.

WORK EXPERIENCE

Marketing Analyst | Profit.co

July 2025 – July 2026

- Executed account-based marketing (ABM) campaigns to identify, target, and engage high-value B2B accounts in alignment with sales priorities.
- Planned, launched, and managed LinkedIn Ads campaigns, including audience targeting, budget allocation, and ongoing performance monitoring to drive qualified lead generation.
- Conducted keyword research and prepared ad copy for Google Ads campaigns, contributing to stronger ad relevance and improved campaign performance.
- Collaborated with the sales team to analyze campaign performance data and refine targeting and messaging strategies across ABM and paid channels.
- Tracked competitor activity and market trends to inform campaign positioning and support data-driven marketing decisions.

Intern, Broking Division | Kotak Securities

May 2024 – Jul 2024

- Generated leads for stocks, mutual funds, and loans through telecalling.
- Provided comprehensive product information to potential clients, addressing queries and concerns.
- Analyzed stocks, including financial statements, market trends, and company performance, to recommend investment strategies.

EDUCATION

Master of Business Administration – Marketing & Finance | Thiagarajar School of Management, Madurai

2023 – 2025

CGPA: 6.75/10

Bachelor of Commerce – Professional Accounting | PSGR Krishnammal College for Women, Coimbatore

2019 – 2021

CGPA: 7.5/10

Higher Secondary Education | Sri Jayendra Silver Jubilee Matric Higher Secondary School, Tirunelveli

2018 – 2019

Percentage: 73.33%

ACADEMIC PROJECTS

- Comparative Analysis of Large Cap Mutual Funds with Gold and Fixed Deposits (2024)
- An Overview of Financial Statement of GlaxoSmithKline (GSK) (2022) – Published in Journal of Management & Entrepreneurship (JME)

FIELD ACTIVITIES

- Sales Representative, Vaighai Agro Products & Thenan Oils (2023) – Demonstrated product features and benefits to customers; achieved strong sales results in the Madurai region while building relationships with small-scale agribusiness owners.
- Volunteer, The DHAN Academy's Rural Development Immersion Program (2023) – Conducted village surveys and analyzed findings to guide rural community development plans.

SKILLS

Marketing: Account-Based Marketing (ABM), LinkedIn Ads, Google Ads, Keyword Research, Ad Copywriting, Campaign Analysis

Technical: Microsoft Excel, Microsoft PowerPoint, Data Analysis

Soft Skills: Communication, Team Collaboration, Deadline Management

CERTIFICATES

- Organizational Behaviour: Know Your People – Macquarie University
- Attract and Engage Customers with Digital Marketing – Google
- Managerial Accounting: Tools for Facilitating and Guiding Business Decisions – University of Illinois
- Enhancing Soft Skills and Personality – NPTEL
- LinkedIn Marketing Measurement – LinkedIn Marketing Labs
- LinkedIn Marketing Strategy – LinkedIn Marketing Labs
- Google Analytics Certification – Google