

# SUYASH SHINDE

DIGITAL MARKETING EXPERT



Helping Businesses Worldwide



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## EXPERIENCE (5 YEARS)

Aug 2024 - Current (Jan 2026)

### Freelance Digital Marketing Specialist (Part-Time)

- Managing 3 clients with end-to-end digital marketing solutions.
- Running Meta Ads & Social Media for lead generation and brand growth.
- Creating websites, creatives, and reels for marketing.

Aug 2024 - Sep 2025

Stellites Technologies

### Digital marketing specialist (PPC)

- International Client Management:** Worked with clients from the US, UK, UAE, and European markets, handling 3+ clients simultaneously.
- Advertising & Analytics:** Managed 8+ Google Ads accounts, Microsoft Clarity, GA-4, Google Tag Manager, Facebook Meta Ads, and Microsoft Bing Ads.
- Strategic Operations:** Collaborated with the operations team to align with company goals and drive success.
- Sales Growth:** Achieved 30%+ growth in international market sales through data-driven strategies and targeted advertising.
- Data Analysis & Reporting:** Analyzed performance data and provided detailed insights to clients using Microsoft Excel and Power BI.
- Creative Support:** Designed ad creatives, posters, and performed basic video editing to enhance campaign effectiveness.
- Marketing Automation & Outreach:** Used tools like HubSpot, HeyReach, LinkedIn Helper, and Smartlead.ai to automate lead nurturing, LinkedIn outreach, and cold email campaigns.

July 2022 - Aug 2024

Radiaant Captive Pvt. Ltd. Pune / Mpower

### Senior Digital Marketing Executive (PPC)

- Mpower Credcure Website SEO:** Optimized the website with 10+ keywords, securing top 10 rankings and increasing traffic by 66%.
- PPC Advertising:** Managed Facebook, Google, and LinkedIn Ads, achieving a 47% boost in lead generation.
- Data-Driven Insights:** Used Google Analytics, Search Console, and SEMrush, improving conversion rates by 28%.
- Financial Partnerships:** Strengthened collaborations, leading to a 38% rise in loan product promotions.
- UI/UX Design:** Designed Mpower Credcure's website UI/UX using Canva and Figma for better usability.
- Awareness Ads:** Led a campaign for Radiant Captive Pvt Ltd, increasing website traffic by 400%.

Dec 2020 - Jan 2022

Rise Production Pvt Ltd. Palus

### Social Media Marketing Executive

- Sales & Distribution:** Achieved ₹10 lakh+ in B2C sales and managed 30 lakh+ product units in a year.
- Graphic Design:** Created posters and pamphlets for awareness campaigns using Canva and Photoshop.

Dec 2019 - Feb 2020

TVS Motors Palus

### Marketing Executive (Internship)

## SKILLS/EXPERT

PPC  
Paid Ads

SCO

Analytics

Google ads

Facebook ads

Linkdine ads

Bing ads

Microsoft Clarity

Looker

Google Analytics-GA4

Google Tag manager

Social Media

Performance Marketing

Advance Excel  
Beginner

Power BI  
Beginner

Canva  
Expert

HubSpot  
Automation

Hay reach  
Linkdine Automation

Smart lead ai  
Mail Automation

Buffer  
Social Media

## PERSONAL PROJECT

### Freelance PPC Campaign Management:

- Managed over 100+ small-scale PPC campaigns tailored to meet the specific requirements of clients. Provided customized solutions to address clients' direct needs, resulting in enhanced
- Successfully executed projects across various industries including medical, marketing, transportation, food, and more.
- Self-Initiated Lead Generation Campaigns :** Implemented self-driven lead generation campaigns to acquire new clients and expand business opportunities.

## EDUCATION

### MBA in Digital Marketing & IT

D.Y.Patil University 2021-2023

### BBA in Marketing

Shivaji University 2017-2020

## CERTIFICATE

### Digital Marketing Course (Paid Ads) 6 Month's

The Marketing Launchpad, Kraftshala, Online

### Fundamentals Of Digital Marketing Course,

Google Digital Unlocked, Online ID: 3HGFYN7H7

### Google Search Ads / Display Ads Certification

Google Completion ID: 298286480

### Skill Development Program 1 Month Offline

Infosys BPO: Reena Ravi

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