

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

Hey 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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