

PORTFALIO

SUYASHMARKETING.COM

SUYASH SHINDE

Welcome To The Digital Word

“Feel the Future!”



Design & Content



Website



SEO



Paid Ads



Social Media



Marketing



Helping Businesses Worldwide





SUYASH SHINDE

DIGITAL MARKETER

WORK PORTFOLIO

Worked internationally on performance marketing projects, specializing in PPC campaigns, lead generation, and marketing automation using tools like Google Ads, Meta Ads, LinkedIn, Apollo.io, HubSpot, and more — delivering measurable growth for clients across various industries.



Helping Businesses Worldwide





EDUCATION HISTORY

Masters – MBA

Spe – Digital Marketing / Data Base

Batcher – BBA

Spe – Marketing

Highschool –12th

Spe – Science



CERTIFICATE HISTORY

Digital Marketing Course

The Marketing Launchpad,

Fundamentals Of Digital Marketing

Google

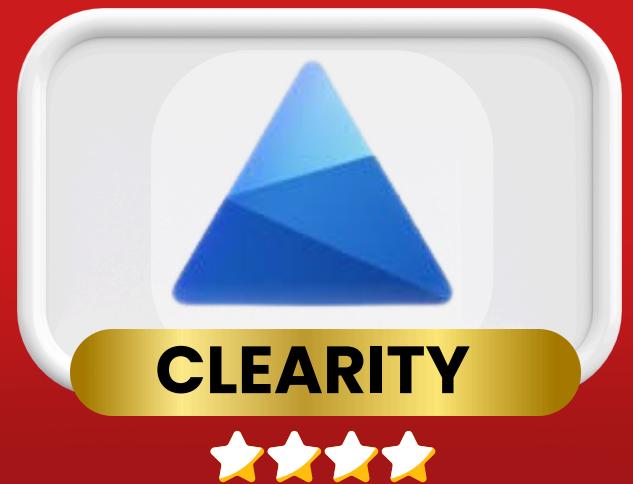
Google Search Ads / Display Ads Certification

Google

SKILLS



TOOLS EXPERT



EXPERIENCE

SATELLITES TECHNOLOGIES

Aug 2024 – current



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

SATELLITES TECHNOLOGIES



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

SATELLITES TECHNOLOGIES



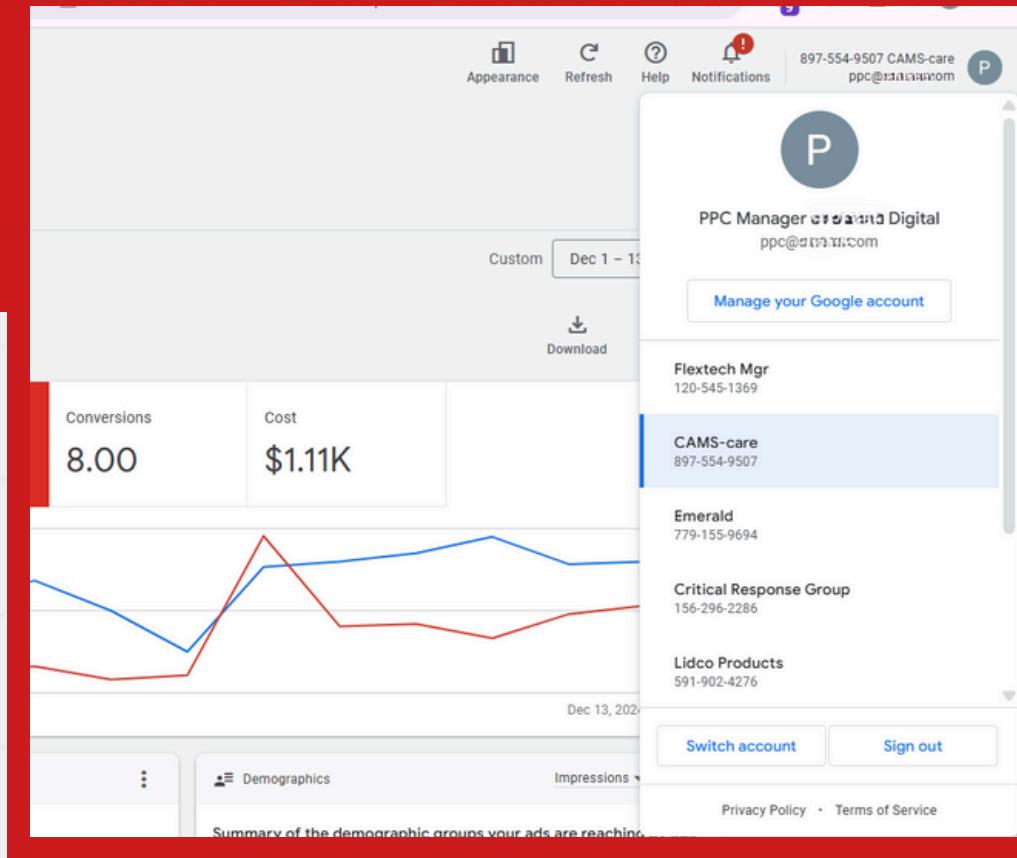
Sales & Distribution: Achieved ₹10 lakh+ in B2C sales and managed 30 lakh+ product units in a year. Graphic Design: Created posters and pamphlets for awareness campaigns using Canva and Photoshop. Customer Interaction: Engaged with customers, addressing inquiries and providing

HANDLING INTERNATIONAL PPC ACCOUNTS ACROSS:

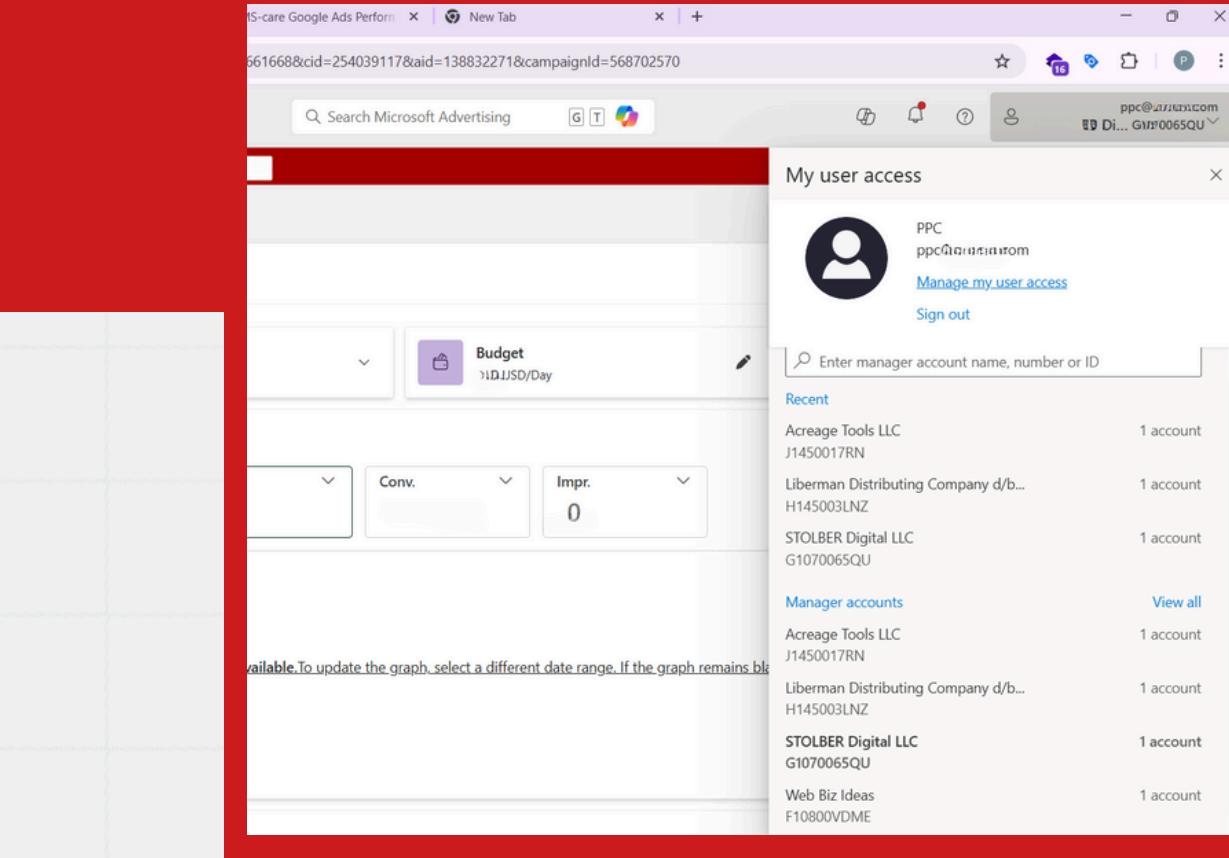
 **USA** |  **Canada** |  **Australia** |  **Dubai/UAE** |  **European Markets**

See screenshots below of the live ad accounts I manage.

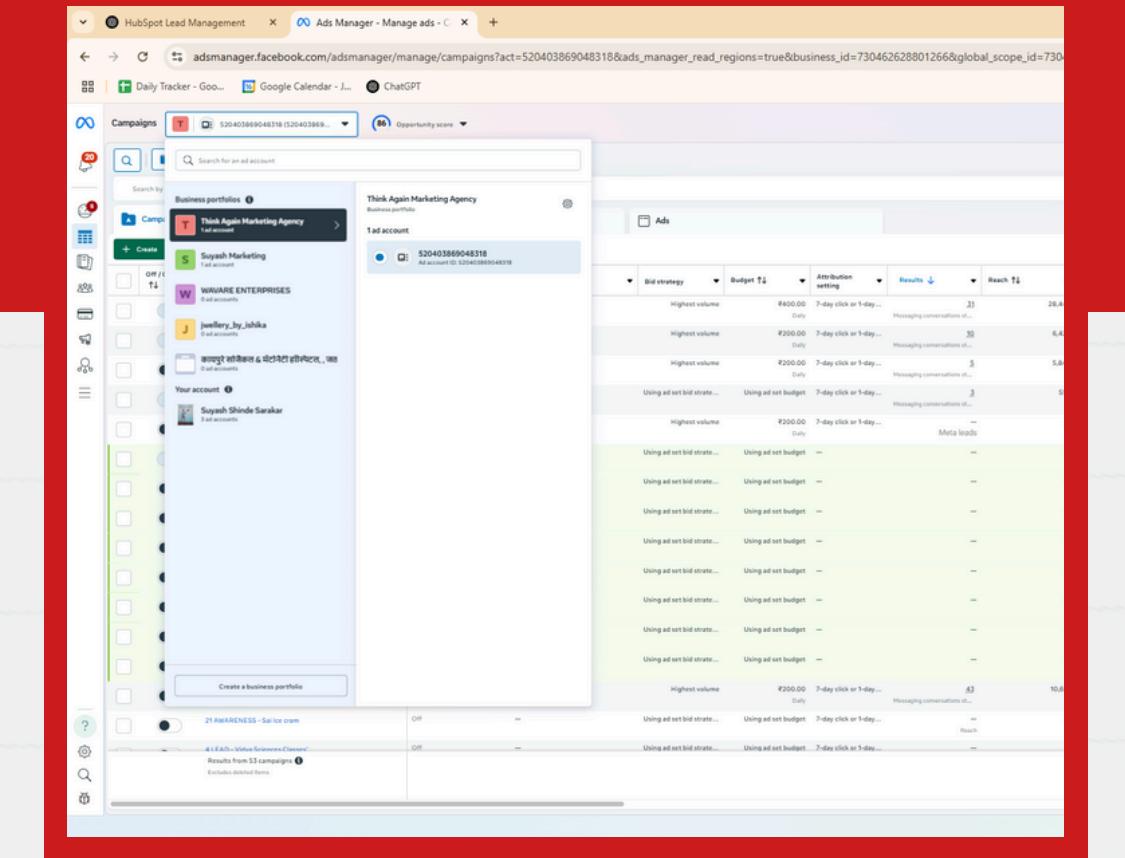
Google Ads Accounts



Bing Ads Accounts



Facebook & LinkedIn Ads Accounts



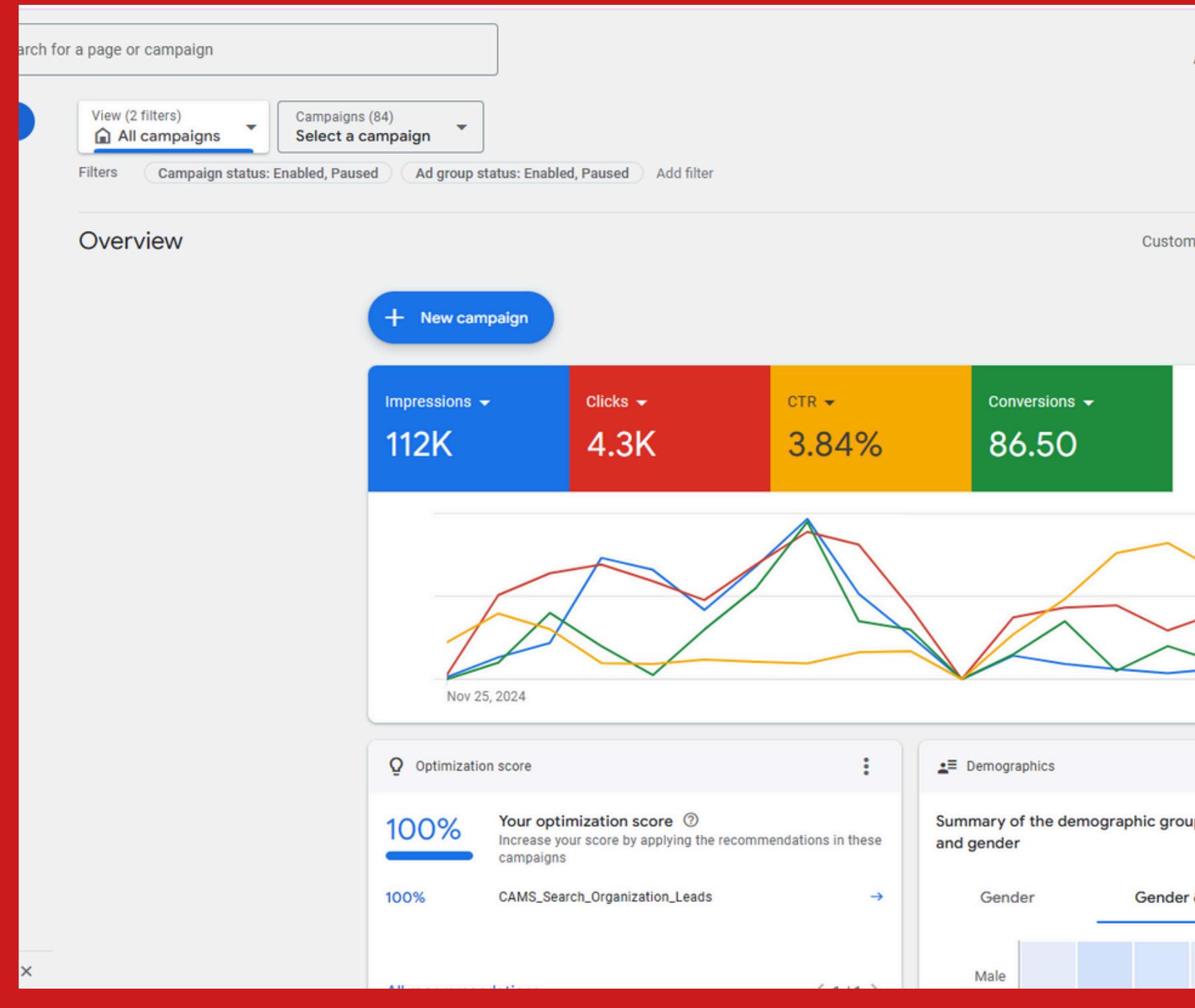
Multi-Platform Expertise

- **Managed \$XX,000+ monthly spend across 5+ countries.**
- **Localized ad copy & bids for geo-specific KPIs.**
- **Adapted to timezones/regulations (e.g., GDPR in EU, Arabic compliance in UAE).**

DRIVING RESULTS WITH DATA-DRIVEN GOOGLE ADS CAMPAIGNS

I don't just run Google Ads—I engineer campaigns for maximum ROI.

See screenshots below of the live ad accounts I manage.

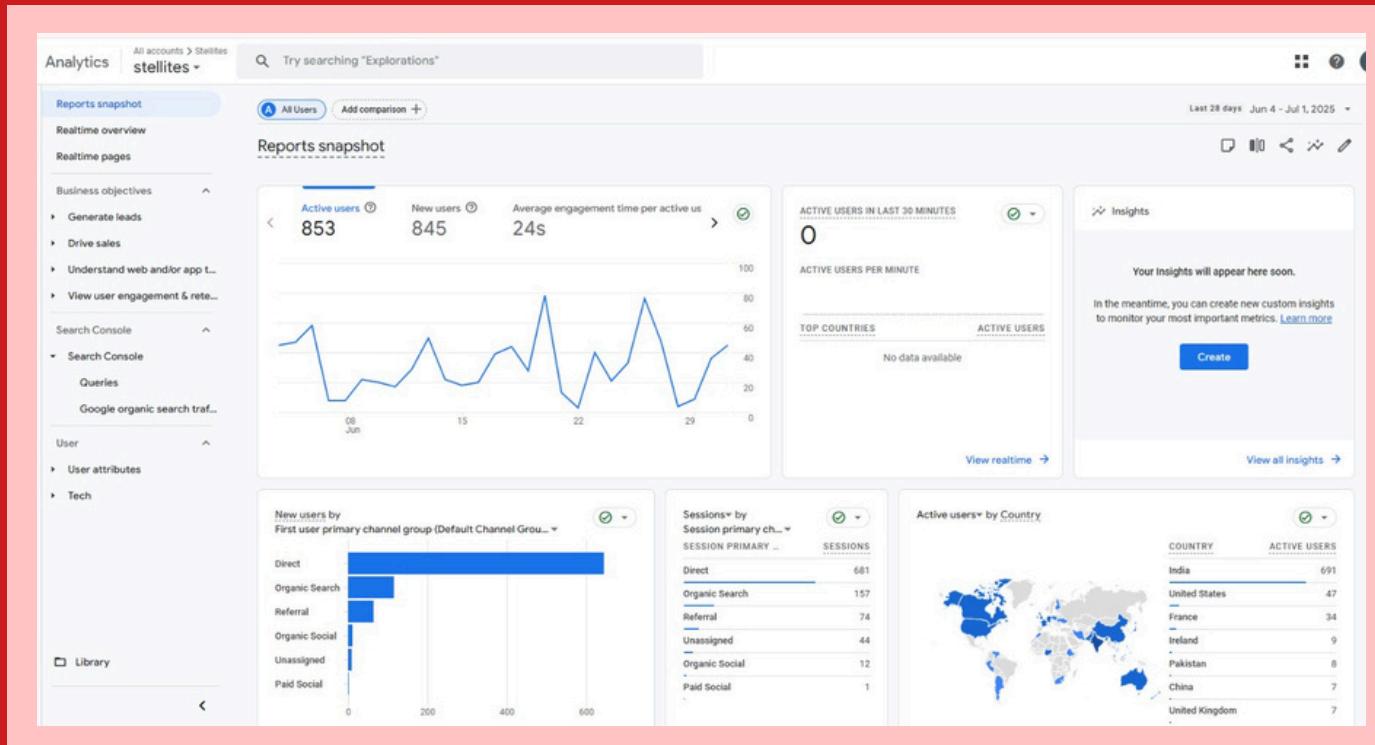


This snapshot highlights a recent lead generation campaign where strategic optimizations delivered 86 conversions at a 3.84% CTR (2x industry average) while maintaining a 100% optimization score.

Why This Works

- ✓ Social Proof: Hard metrics (112K impressions, 100% score) build instant credibility.
- ✓ Storytelling: Framed as a client success, not just a dashboard.
- ✓ Clear CTA: Invites prospects to envision working with you.

DATA-DRIVEN INSIGHTS



GOOGLE ANALYTICS 4 (GA4) & LOOKER STUDIO

We use Google Analytics 4 (GA4) and Looker Studio to monitor and analyze website traffic, user behavior, and marketing campaign performance for multiple clients in real time.

These tools help us identify high-performing channels, understand audience interactions, and optimize campaigns effectively.

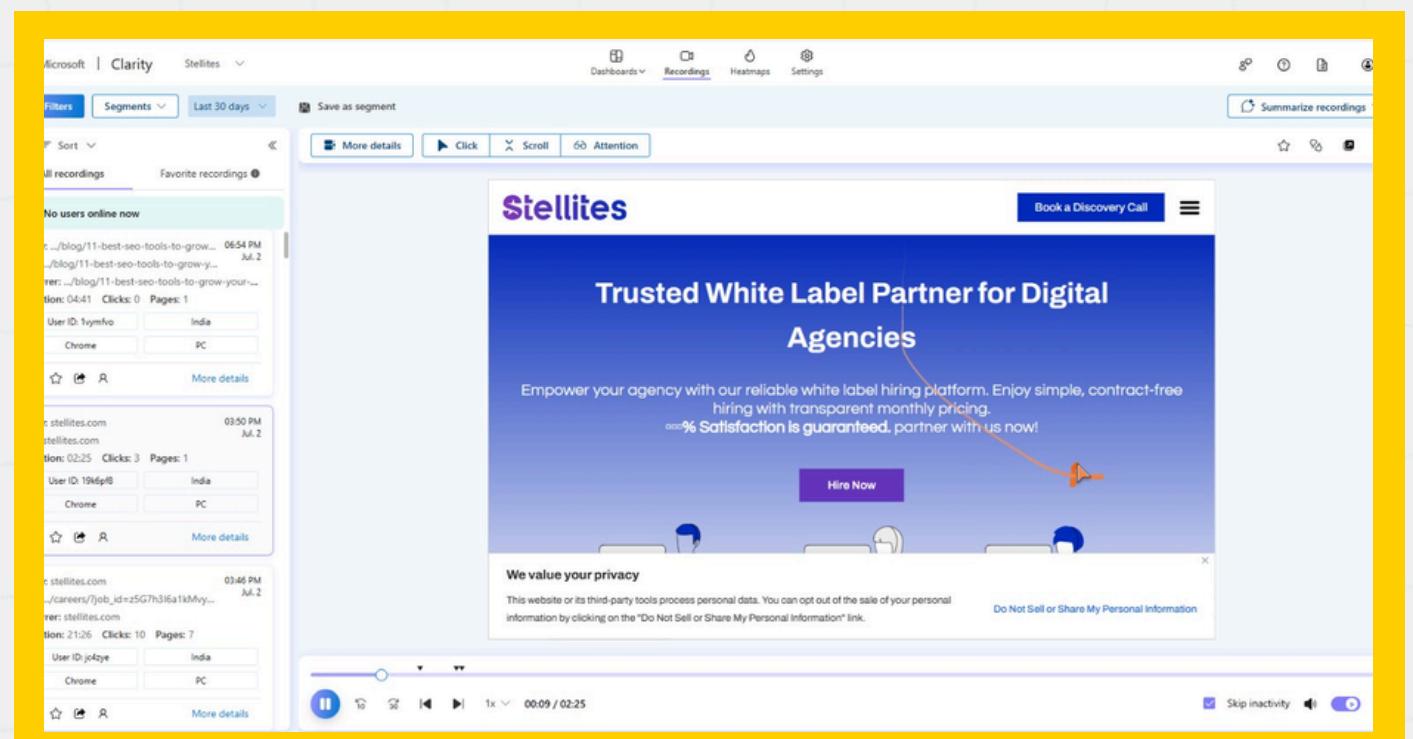
Using Looker Studio, we create easy-to-understand visual dashboards that support clear, data-driven decisions and client reporting.

MICROSOFT CLARITY

We use Microsoft Clarity to gain deep insights into user behavior through heatmaps, session recordings, and click tracking.

It helps us identify drop-off points, friction areas, and UI/UX issues on websites.

With this data, we continuously improve website performance and enhance the user experience — leading to better engagement and conversions.

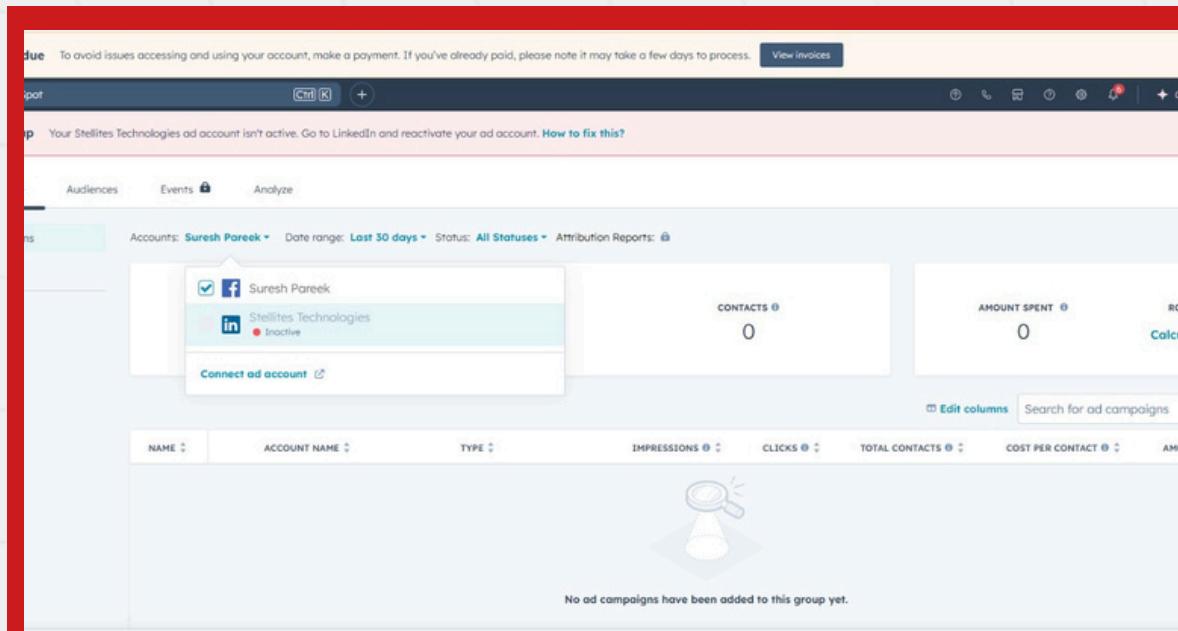


AUTOMATION & LEAD MANAGEMENT

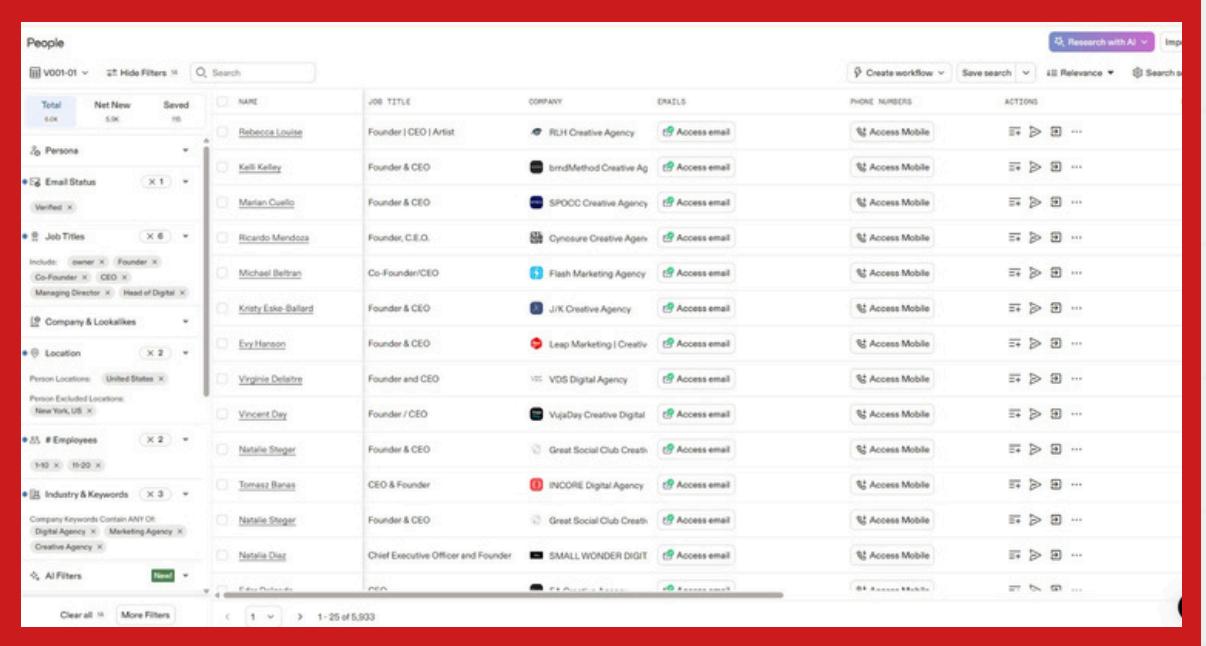
We automate the entire lead journey using HubSpot CRM for follow-ups, workflows, and tracking, while Apollo.io helps us find verified contact data of decision-makers across industries. This powerful combo enables targeted outreach, seamless communication, and better conversion rates.

HUBSPOT CRM

We use HubSpot to manage leads, automate follow-ups, and integrate with websites and ad platforms like Meta, Google, and LinkedIn — helping track and convert leads efficiently.



The screenshot shows the HubSpot CRM interface. On the left, there's a sidebar with 'Audiences', 'Events', and 'Analyze' tabs. The main area displays a list of leads with columns for 'NAME', 'ACCOUNT NAME', 'TYPE', 'IMPRESSIONS', 'CLICKS', 'TOTAL CONTACTS', 'COST PER CONTACT', and 'AMOUNT SPENT'. A search bar at the top says 'Search for ad campaigns'. On the right, there's a summary section with 'CONTACTS 0', 'AMOUNT SPENT 0', and a 'Calculate' button. A message at the top says 'To avoid issues accessing and using your account, make a payment. If you've already paid, please note it may take a few days to process.' A 'view invoices' button is also present.



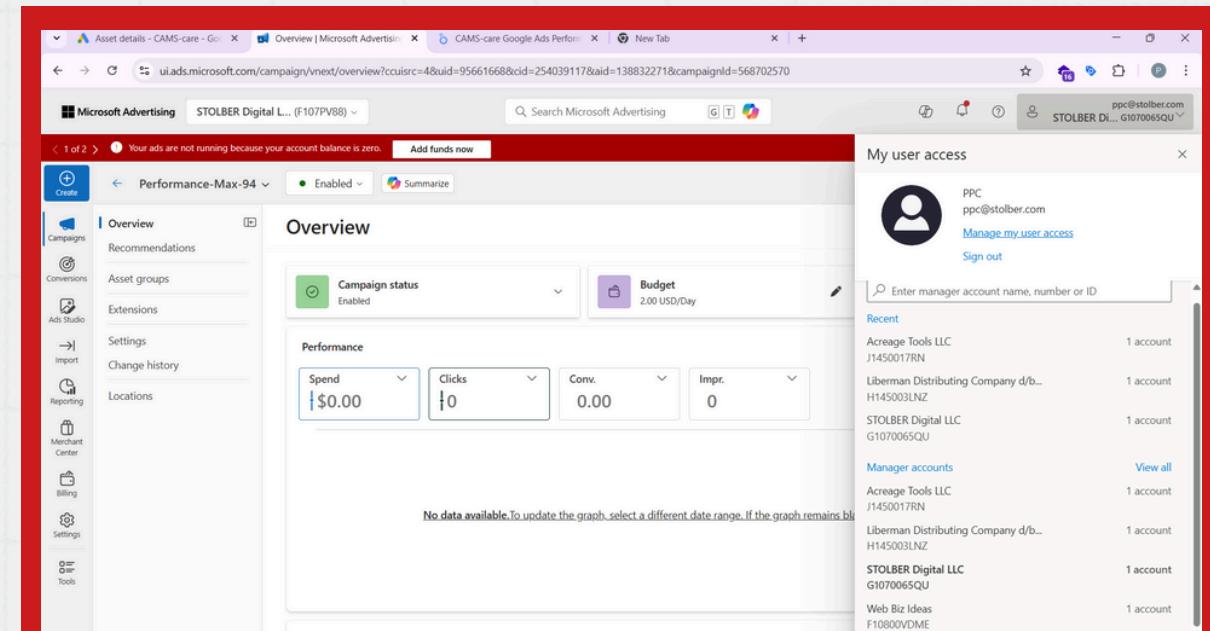
The screenshot shows the HubSpot 'People' search results. The left sidebar has filters for 'Email Status' (Verified), 'Job Titles' (e.g., Founder, CEO, Co-Founder, Managing Director), 'Location' (United States), '# Employees' (1-100), and 'Industry & Keywords' (e.g., Marketing Agency, Creative Agency). The main table lists leads with columns for 'NAME', 'JOB TITLE', 'COMPANY', 'EMAILS', 'PHONE NUMBERS', and 'ACTIONS'. Each lead entry includes a small profile picture and a 'View profile' link.

APOLLO.IO

We use Apollo.io to find emails and contact data of our target audience across different countries — helping us build accurate and effective outreach lists for marketing and sales.

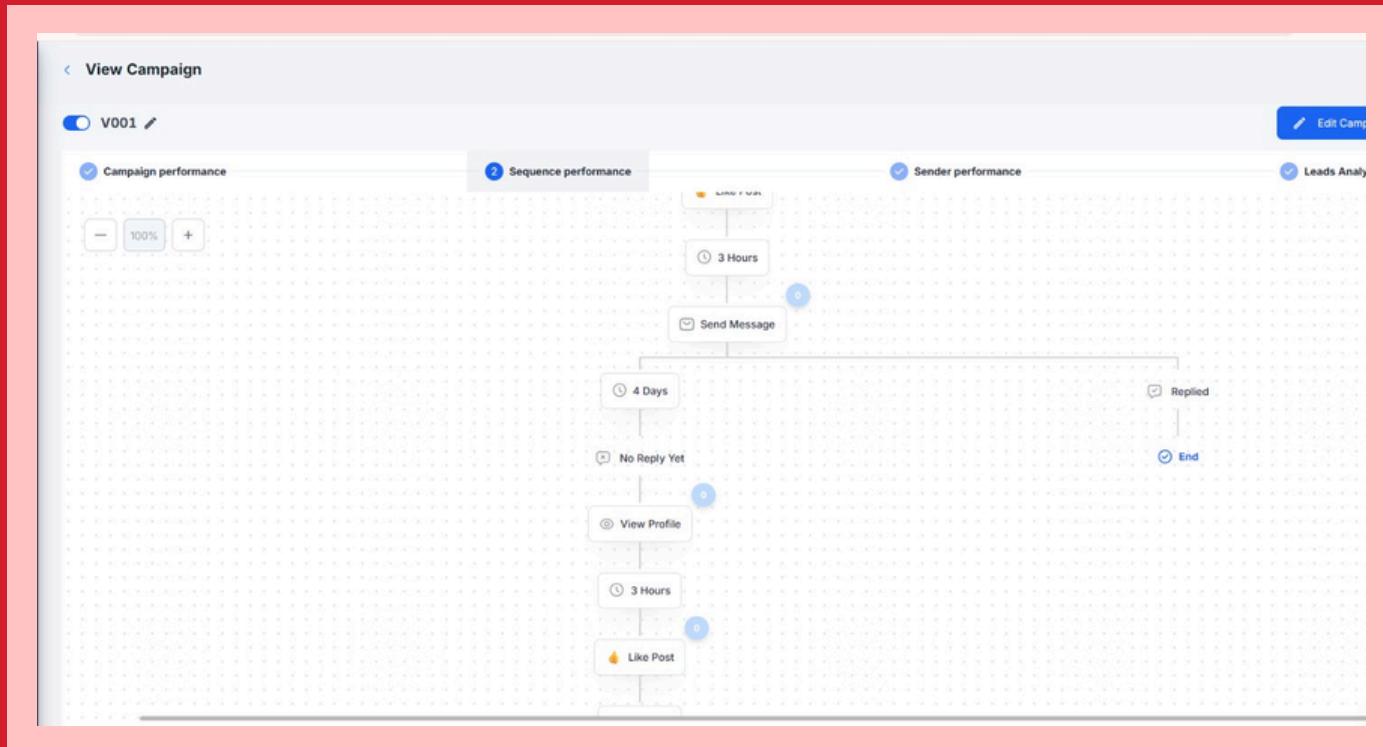
CHATGPT API FOR MESSAGE PERSONALIZATION

We use ChatGPT API to auto-generate personalized LinkedIn and email messages based on each lead's profile or company — saving time and boosting reply rates.



The screenshot shows the Microsoft Advertising interface. On the left, there's a sidebar with 'Campaigns', 'Conversions', 'Ad Studio', 'Reporting', 'Merchant Center', 'Billing', and 'Settings'. The main area is titled 'Overview' and shows 'Campaign status: Enabled', 'Budget: 2.00 USD/Day', and a 'Performance' table with columns for 'Spend', 'Clicks', 'Conv.', and 'Imp.'. Below the table, a message says 'No data available. To update the graph, select a different date range. If the graph remains blank, check that the campaign is active and has valid targeting and bid strategy.' On the right, there's a 'My user access' section with a list of accounts and their details.

OUTREACH & AUTOMATION



LINKEDIN AUTOMATION

We run LinkedIn lead generation campaigns using HeyReach and LinkedIn Helper tools. Our process includes sending automated connection requests followed by personalized message sequences to engage potential leads. We also use Apollo.io to find verified emails and contact data of decision-makers across different countries. This helps us build highly targeted outreach campaigns. Combining LinkedIn automation with verified data allows us to generate qualified B2B leads efficiently and at scale.

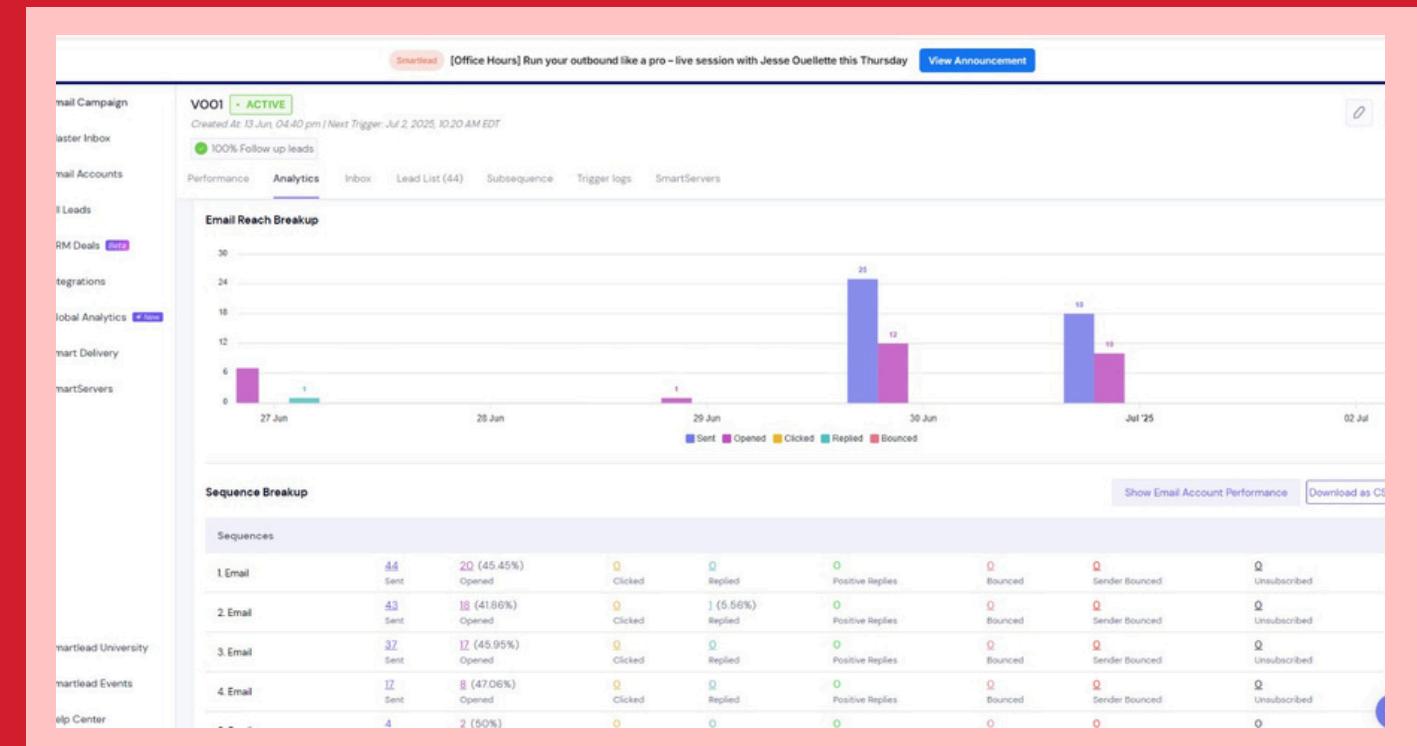
MAIL AUTOMATION

We run email automation campaigns using Smartlead.ai, integrated with Apollo.io and HubSpot.

We first gather verified leads using Apollo.io, then use Smartlead to send personalized, automated email sequences.

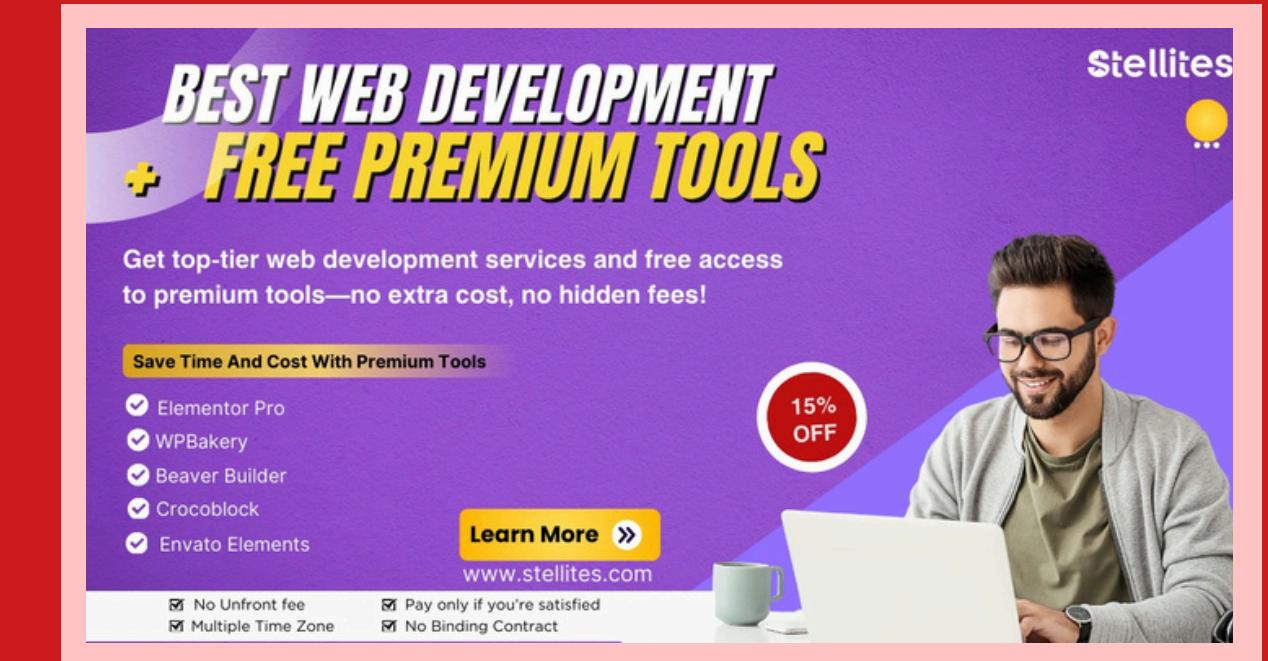
With HubSpot integration, we track engagement, manage follow-ups, and move leads through the sales funnel.

This setup helps us scale cold outreach while maintaining personalization and improving conversion rates.



VISUAL CREATIVES FOR PAID ADS

I create eye-catching ad graphics ourselves using Canva, tailored to each campaign's goals and audience – ensuring faster turnaround and brand consistency.



We create high-quality video testimonials for companies and organizations – helping build trust, showcase real success stories, and enhance brand credibility.

HIGH-QUALITY VIDEO

- <https://youtu.be/1v8DxtvGBrs?si=9zKEYMiNnCZrrfO>

TESTIMONIALS LINKS

- <https://youtu.be/7SR20jtwOgs>
- <https://youtu.be/As1PxjlxBg?si=wtquvSqExwaW1cnM>
- <https://youtu.be/Kl6EeNktngk>

let's connect

Get in touch

Feel free to contact me for collaborations, freelance work, or any digital marketing needs. For more details, work history, and project showcases,

✉ I'm always open to new opportunities!

🌐 For more details about my work history, tools I use, and recent projects, visit my website.



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My Location

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