

# SUJAY TARAK

Digital Marketing Executive | Social Media & Content Strategy



 [sujaytarakdigital.com](http://sujaytarakdigital.com)

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## Skills

### Digital marketing

- Social media marketing
- Content marketing
- Social media strategy
- Audience engagement

### SEO & web

- Search engine optimization (SEO)
- Search engine marketing (SEM)
- WordPress website development

### Tools

- Canva
- WordPress
- Content scheduling tools

### Content

- Copywriting
- Caption writing
- Content planning

## Education

- M.Sc. Environmental Science  
University of Pune
- B.Sc. Microbiology  
Modern College, Pune
- NET/SET QUALIFIED

## Certifications

- Advanced Digital Marketing Certification, LIPS India
- Digital marketing certifications – Google & LinkedIn Learning

## Profile

Digital Marketing Executive with 2+ years of experience in social media marketing, content strategy, and brand growth, with proven success in driving organic audience growth. Skilled in managing brand presence across platforms, including LinkedIn, Instagram, Facebook, and Threads.

Experienced in developing content calendars, writing engaging captions, publishing blogs, and analyzing engagement metrics to improve performance. Passionate about storytelling, creative marketing strategies, and leveraging digital trends to build strong and relatable brand identities.

## Work Experience

### Marketing Associate

*Carnera Technologies Inc.*

Feb 2024 – Present

- Manage social media strategy and content planning across digital platforms to strengthen brand visibility and audience growth.
- Execute monthly marketing calendars aligned with campaign goals to ensure consistent and strategic content publishing.
- Create engaging social media posts and blogs to increase brand visibility and audience engagement.
- Conduct trend research and competitor analysis to refine content strategy and identify new content opportunities.
- Monitor social media engagement and audience sentiment to optimize content performance and improve reach.
- Contribute to brand awareness and audience growth through strategic content execution across digital platforms.

### Marketing Intern

*Stepup Realty*

Sep 2023 – Jan 2024

- Designed and developed WordPress websites and landing pages to support real estate marketing campaigns and improve lead generation.
- Managed social media content creation and platform engagement to strengthen online visibility and audience interaction.
- Assisted in digital branding and promotional campaigns to enhance brand presence and online reach.

## Achievements

- Rising Star Award – Quarter 1, 2025
- Increased LinkedIn followers from 1K → 4K organically in 12 months
- Increased Instagram followers from 500 → 1K organically in 12 months

## Languages

- English, Hindi, Marathi