

SUJAY TARAK

Digital Marketing Executive | Social Media Marketing | Content Strategy



 sujaytarakdigital.com

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 **9511840592**

Skills

Digital marketing

- Brand Communication
- Campaign Management
- Trend Research
- Competitor Analysis
- Performance Reporting

SEO & SEO & Web Development

- Search engine optimization (SEO)
- Search engine marketing (SEM)
- WordPress Website Development

Communication & Collaboration

- Client Communication
- Content Calendar Planning
- Cross-functional Collaboration

Tools

- Canva
- WordPress
- Meta Business Suite, Buffer

Content

- Copywriting
- Caption writing
- Content planning

Education

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

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, analyzing engagement metrics, and executing digital campaigns to improve performance. Passionate about storytelling, creative marketing strategies, and leveraging digital trends to build strong and relatable brand identities.

Work Experience

Executive – Digital Marketing

Firefly Creative Solutions LLP **Apr 2026 – Present**

- Manage social media and digital marketing activities across multiple client accounts.
- Develop content calendars and create platform-specific content for social media campaigns.
- Coordinate with clients and cross-functional teams to ensure timely campaign execution.
- Monitor campaign performance and identify opportunities to improve engagement through data-driven insights.

Marketing Associate

Carnera Technologies Inc. **Feb 2024 – Apr 2026**

- Managed social media strategy and content planning across digital platforms to strengthen brand visibility and audience growth.
- Executed monthly marketing calendars aligned with campaign goals to ensure consistent and strategic content publishing.
- Created engaging social media posts with tools like Canva and blogs to increase brand visibility and audience engagement.
- Conducted trend research and competitor analysis to refine content strategy and identify new content opportunities.
- Monitored social media engagement and audience sentiment to optimize content performance and improve reach.
- Contributed 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