

Suraj Choure

Digital Marketing & Branding Manager | Performance Marketing | Brand Communication Specialist
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Professional Summary

Creative and results-driven Digital Marketing & Branding professional with 8+ years of experience in B2B and B2C marketing, brand communication, performance marketing, SEO/SEM, lead generation, and digital campaign management. Expertise in building brand visibility, executing integrated marketing campaigns, optimizing paid advertising performance, and driving customer engagement across digital platforms. Skilled in Google Ads, Meta Ads, LinkedIn Ads, branding strategy, social media marketing, and analytics-driven decision making to accelerate business growth and strengthen market positioning.

Core Competencies

- Digital Marketing Strategy
- Brand Strategy & Brand Communication
- Performance Marketing & PPC Campaigns
- Google Ads, Meta Ads & LinkedIn Ads
- SEO & SEM Optimization
- Lead Generation & Demand Generation
- Social Media Marketing & Branding
- Campaign Planning & Execution
- Marketing Analytics (GA4 & Looker Studio)
- Content Marketing & Email Campaigns
- Conversion Rate Optimization (CRO)
- Stakeholder & Agency Management

Key Achievements

- Increased qualified B2B leads by 35% through performance marketing optimization and lead nurturing strategies.
- Improved campaign ROI by 20% while managing ₹4 lakh+ monthly advertising budgets.
- Achieved 60% growth in organic website traffic through SEO and content marketing initiatives.
- Enhanced brand visibility and social media engagement by 50% through branding and creative campaigns.
- Successfully executed integrated marketing campaigns, exhibitions, and product launch branding activities.
- Strengthened online brand positioning through consistent digital communication and multi-channel campaigns.

Professional Experience

Digital Marketing Officer | Sahyadri Industry Limited | Jan 2024 – Present

- Lead end-to-end digital marketing and branding strategies aligned with global marketing guidelines.
- Planned and optimized high-performing campaigns across Google Ads, Meta Ads, and LinkedIn to improve brand visibility and lead generation.
- Managed brand communication assets including brochures, creatives, landing pages, social media content, and email campaigns.
- Executed ROI-focused performance marketing campaigns with CPL optimization, remarketing, and conversion tracking.
- Managed TYPO3 CMS, DAM, and PIM systems to maintain consistent branding and communication.
- Coordinated exhibitions, trade shows, and product launch branding activities.
- Analyzed campaign performance using GA4 and Looker Studio to improve conversions, engagement, and ROI.

Assistant Manager – Digital Marketing | Geometric Steels Rollforming Pvt. Ltd. | Feb 2021 – Dec 2023

- Spearheaded digital demand generation and branding campaigns resulting in a 35% increase in qualified leads.
- Managed advertising budgets exceeding ₹4 lakh/month while improving ROI by 20%.
- Developed SEO and branding strategies driving 60% growth in organic website traffic.
- Built social media branding campaigns that improved audience engagement by 50%.
- Collaborated with agencies and stakeholders for campaign creatives, videos, brochures, and brand assets.
- Presented monthly marketing performance insights and branding recommendations to management.

Digital Marketing Executive | Acceligize B2B, Pune | Dec 2018 – Jan 2021

- Managed international B2B digital marketing and lead generation campaigns across technology and industrial

sectors.

- Executed Google Search, Display, and LinkedIn campaigns with continuous optimization for better conversions.
- Supported content marketing, SEO, social media branding, and online visibility initiatives.
- Collaborated with sales teams to align marketing campaigns with lead quality and revenue goals.
- Prepared marketing dashboards and campaign performance reports using Google Analytics and Excel.

Marketing & Branding Tools

Google Ads • Meta Business Suite • LinkedIn Campaign Manager • Google Analytics 4 (GA4) • Looker Studio • Google Search Console • Canva • Adobe Creative Suite • TYPO3 CMS • DAM & PIM Systems

Certifications

- Google Ads Certification – Google
- Meta Blueprint Certification – Meta
- LinkedIn Ads Certification – LinkedIn
- SEO Certification

Education

Bachelor of Arts (B.A.) – Savitribai Phule Pune University (SPPU), 2018