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Paid Ads Specialist

10+ years of experience in Paid Ads and Media Strategy, developing creative tactics to achieve business goals and drive ROI. Exceeded clients' goals by 40% in 6 weeks, increased CTR by 20%, grew performance 30% YOY, and delivered \$80K in revenue in 8 months.

WORK EXPERIENCE

Rock Paper Simple • Melbourne, Florida, USA • 10/2020 – Present

Paid Ads and Media Strategist

- Achieved business goals through increased return on investment for paid search campaigns by 15% in 3 months via optimization and implementation of creative tactics.
- Developed paid search strategy to support defined objectives and achieved clients' goals in 3 months, increasing performance by 40%.
- Increased CTRs by 20% in 3 months through optimization of keyword bids and ad copy, resulting in lower CPCs.
- Grew paid search performance 30% YOY in 3 months, boosting ROI and client satisfaction.

Hertz • Estero, Florida, USA • 05/2019 – 08/2019

Marketing Intern

- Led a cross-functional performance marketing team of 16 in launching the HLE (off-airport rental) project across legal, CRM, marketing, promotions, and development teams. Launched the project in 6 weeks, working across a matrix organization and managing 20 different client pages daily.
- Led paid search project strategy to increase ROI leveraging Google Ads and Analytics.
- Improved paid search performance by 24% within 3 months, utilizing project management and Google Ads expertise exceeding business objectives.

Crane Creek Landings • Melbourne, Florida, USA • 01/2019 – 05/2019

Marketing Intern

- Developed engaging creative narratives and optimized webpages with relevant keywords. Managed Video (YouTube) and Display Ads. Performed A/B Testing to increase click-through rate and lower cost per acquisition.
- Developed paid search strategy for the client, generating 10% increase in conversions within 4 months.
- Worked on multiple projects and aligned marketing efforts for rental housing to new home construction.

- Achieved a 15% cost reduction in paid search campaigns in 4 months while increasing ROI by 5%, resulting in improved performance for clients.

Cdk Global • 11/2014 – 04/2018

Digital Marketing Search Analyst

- Developed a strategy for new marketing campaign development (planning, execution, and analysis) across digital channels (Display, Video, SEM, CSEs, and Affiliates) utilizing the salesforce marketing cloud and custom data reports developed in Tableau for car dealers.
- Oversaw existing campaigns, performed inventory planning for new cars, and set up and maintained search and display campaigns in Google and Bing Ads platforms with over 100K monthly accounts.
- Implemented a process improvement strategy to streamline the website onboarding process, performed category management of new and pre-owned cars, and reduced overall time spent onboarding a new website.
- Delivered over \$80K in revenue through an innovative paid search strategy within 6 months, increasing CTR and CPA.
- Mentored new hires as part of the recruitment process. Reviewed websites for necessary content changes and SEO performance issues and performed site audits.

EDUCATION

Master Of Business Administration In Marketing

Florida Institute Of Technology • Melbourne, FL, USA • GPA: 3.66 • 05/2020

Master Of Science In Marketing

Rani Durgavati University • India • GPA: 3.00 • 05/2014

Bachelor In Business Administration

G. S College Of Commerce • India • GPA: 3.30 • 05/2010

CERTIFICATIONS

GA4 Training

Colleen Harris

Google Ads

Google Skillshop

Google Analytics

Google Skillshop

Google Display Ads

Google Skillshop

Google Ads Video (YouTube)

Google Skillshop

Facebook Ads

Facebook Blueprint

LinkedIn Ads

LinkedIn Learning

SEO Certified

SEMrush

HubSpot Certified

HubSpot

Professional Innovation Certified (ISO 279)

IASCB

AWARDS & SCHOLARSHIPS

Student of the Year

Florida Institute of Technology • 03/2023

PROJECTS

Marketing Strategy to Attract and Retain Talent

Saddle Creek Logistics

- Used the DMAIC model to implement a new paid media campaign to increase engagement rate using personalized ad. Performed budget analysis to reduce wasted spending and overcome the hit-and-miss advertising strategy for their recruitment.
- Created and executed programmatic advertising campaigns across varied digital platforms and media channels with a new "Rallying Cry". Marketing channels included Facebook, Google Ads, Podcasts, Twitter, Instagram, TikTok, career fairs, and radio, targeting diverse geographic, lifestyle, and media audiences.

Increase the Store's Profitability for E-Commerce Business

Spirits2U

- Analyzed data using Excel Pivot Table and SAP Predictive Analytics. Examined data in four dimensions: customer, time, product, and external data source. Created and maintained database for future advertising to improve business outcomes.
- Acted as a trusted advisor to the store owner. Developed creative briefs, established performance reports and supported the billing and administrative support departments.
- Audited the ecommerce website's performance, SEO, and PPC to discover missed opportunities. Identified low-selling products with higher profit margins using data analytics and created marketing strategies.

SKILLS

- Technical – On–page optimization, HTML, CSS, meta tags, XML sitemaps, robots.txt, Salesforce, Tableau Analytics, SEO, Marketing Pipeline Reporting & Analysis, SEM, Google Shopping Campaigns, Facebook Pixel, Facebook API
- Platforms, tools, and analytics – Google tools (GA4, analytics, search console, ads), SEMrush, Moz, Ahref, Hootsuite, WordPress, Bit.ly, KISSmetrics, Ubersuggest, Social Media (Facebook, Instagram, LinkedIn, Pinterest), Google Tag Manager, Google Merchant Store
- CRM and Project Management: Salesforce, HubSpot, Active Campaign, Wrike, Salesforce Marketing Cloud
- Reporting tools: DashThis, Salesforce, Looker Studio, Google Analytics, Active Campaigns (Email), SEMRush
- Advertising: New Customer Acquisition Through Lead–Gen, Ad Hoc Analysis and Reporting, Inventory–Based E–commerce Advertising, Facebook Ads, Instagram Ads, YouTube Ads, TikTok Ads