

## **CURRICULUM VITAE**

### **Sonu Kumar Suman**

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### **CAREER OBJECTIVE**

**To give my best to companies that are involved in digital marketing and growing their business and struggling to grow their online presence. To literally crush the competitors whether it is search engine optimization, Google Adwords or Facebook Marketing**

### **EDUCATION AND CERTIFICATION**

10<sup>th</sup> Passed from C.B.S.E in 2010 (St. Joseph Public School) (88.8%)

12<sup>th</sup> Passed from C.B.S.E in 2012 ( St. Joseph Public School) (82.6%)

B.S (Computer Science) from Murray State University in 2016 (3.2/4.0) GPA

### **Globewerks Pte Ltd (Singapore) - Head of Digital Marketing (Oct.2021-Dec.2022)**

Handling all Paid Media Campaigns ,Brand Engagement, CRM, Email Marketing Responsible for

generating High Quality Leads through LinkedIn and Facebook Ads, Creating Sales Funnel,

Webinar Registration for Clients all over the world. Managing and maintaining the website and this

includes SEO optimization Evaluating important metrics that affects the website traffic and web

experience. Planning, monitoring, and managing the company's presence on social media.

Handling Social Media Campaigns

**TechnologyAdvice.com (USA)- Link Builder April 2021- Sep 2021 (6 months contract)**

Generating 20 High Quality Backlinks a Month. Part of the Audience Development Team, responsible for website traffic and email outreach.

**Digital Marketing Manager ( Dizital Sparrow Pvt. Ltd. ) - May 2016 -March2021**

Influencer Marketing Campaigns Handling CRM GoHighLevel Copywriting Wordpress Development

Managed and optimized Adwords Account- reduced CPC and CPL Increased relevant traffic

through Keyword Research, A/B Split Testing Implemented Lead Capture and Email Marketing

Campaigns Paid and Organic Search, Lead Generation, Social Media, SEO, Social Media Reduced

CPL from \$12 to \$5 for my UK based Financial Consultant Generated 2.3x ROI on an ad spent of

\$15000/monthly through FB Ads. Increased Organic traffic from 8k to 40k within 6 months.