



SUMEET PATEL

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SUMMARY

Media & Digital Marketing Professional with 2+ years of experience in campaign execution, media planning support, audience targeting, performance analysis, and reporting across digital platforms. Skilled in implementing and optimizing campaigns on Meta and Google, analyzing campaign performance metrics, managing budgets, and preparing actionable reports. Strong analytical mindset with experience in audience segmentation, stakeholder coordination, and cross-functional collaboration. Proficient in Excel, campaign reporting, and digital media technologies with a passion for driving effective media strategies and measurable business outcomes.

PROFESSIONAL EXPERIENCE

INSOMNIACS

JAN 2025 - DEC 2025

Digital Marketing Executive

- Executed and optimized digital media campaigns across Meta and Google platforms for leading real estate brands including Ajmera Realty, Chandak Group, and Ajmera Marina.
- Reduced CPL by 20% for Chandak Highscape City through continuous campaign optimization and audience refinement.
- Collaborated with media, performance, creative, and ad operations teams to ensure seamless campaign implementation and delivery.
- Conducted audience segmentation and targeting analysis to improve campaign effectiveness and lead generation performance.
- Monitored campaign performance and analyzed key metrics including CTR, CPL, conversions, reach, and engagement.
- Assisted in media planning, budget allocation, and campaign optimization to maximize return on media investment.
- Prepared weekly and monthly campaign performance reports, budget summaries, and actionable recommendations for stakeholders.
- Worked closely with clients and internal teams to ensure campaign objectives, timelines, and deliverables were achieved.

HOUSE OF ABHINANDAN LODHA

JAN 2023 - SEPT 2023

Marketing & Business Development Executive

- Supported marketing campaigns through performance tracking, reporting, and audience analysis.
- Conducted market research and competitor analysis to identify opportunities for campaign optimization and customer acquisition.
- Leveraged CRM data and customer insights to improve audience targeting and engagement strategies.
- Generated performance reports and business insights to support strategic marketing and media decisions.
- Coordinated with internal teams and external partners to ensure smooth campaign execution and stakeholder communication.
- Improved lead-to-conversion rates by 10% through data-driven customer engagement and follow-up strategies.

EDUCATION

INDIAN INSTITUTE OF DIGITAL EDUCATION (IIDE), 2025

Specialization: Digital Marketing

Post Graduate Program in Digital
Marketing (PGPDM)

KOHINOOR MANAGEMENT SCHOOL, 2022

Specialization: Marketing

Master's in Business Administration
(MBA)

TECHNICAL SKILLS

- Google Ads
- Meta Ads Manager
- Meta Business Suite
- Google Analytics 4
- LeadSquared CRM
- HubSpot CRM
- Mailchimp
- Microsoft Excel
- Google Sheets
- Campaign Reporting

SOFT SKILLS

- Relationship Management
- Communication
- Time Management
- Problem Solving
- Presentation
- Team Leadership
- Client Coordination