

# Tejas Sonar

## Digital Marketing

### Contact

#### Phone

+91 786 182 9547

#### Email

tejassonar999@gmail.com

### Education

2015 - 2019

Mechanical Engineering  
Neotech Institute Of  
Technology (NIT)

### Skills

Paid Ads | PPC

Content Creation | SMM

Content | Copywriting

Video Editing

Graphic Designing

Creativity

Client Communication

Strategy & Planning

Analysis & Reporting

### PROFILE

Results-driven Digital Marketing professional with 3+ years of hands-on experience executing and optimizing paid campaigns across Meta (Facebook & Instagram), with a strong focus on performance marketing and audience targeting. Skilled in paid ads, content creation, copywriting, video editing, and analytics to drive engagement, conversions, and measurable growth.

Experienced in campaign optimization, A/B testing, and audience segmentation, with a data-driven approach to improving CTR, conversion rates, and ROI. Proficient in Meta Business Suite, Canva, Photoshop, Premiere Pro, analytics, and AI tools, and effective in performance-focused marketing environments.

### WORK EXPERIENCE

#### 2026 - Now Digital Marketing Executive

Patterns  
Vadodara

- Run digital ad campaigns
- Support SEO and website updates
- Create email campaigns and content ideas
- Managed and executed social media marketing projects across Meta, Google, and LinkedIn

#### 2025 - 26 Social Media Marketing Specialist

ZeusInfinity  
Services  
Vadodara

- Managed and executed social media marketing projects across Meta, Google, and LinkedIn for multiple clients
- Planned and optimized paid ad campaigns to improve engagement and performance outcomes.
- Developed content calendars, brand tone, and visual consistency across platforms.
- Delivered performance reports and contributed trend-driven ideas to enhance brand presence.

#### 2024 - 25 Freelance Digital Marketing | SMM

Vadodara

- Developed data-driven social media strategies to increase brand visibility and audience engagement.
- Created platform-optimized content including videos, graphics, ad copy, and jingles, managing end-to-end content production.
- Interpreted client briefs and delivered tailored content solutions, maintaining clear and consistent client communication.

#### 2022 - 23 Digital Marketing Executive

Ketto  
Mumbai

- Led paid marketing campaigns across Meta Ads, Google Ads, Taboola, and Outbrain, managing ₹50,000+ daily budgets focused on customer acquisition and audience targeting.
- Executed end-to-end campaign operations, including budget allocation, performance tracking, optimization, and reporting to ensure efficiency and scale.

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## WORK EXPERIENCE

2022 - 23  
Ketto  
Mumbai

### Digital Marketing Executive

- Achieved 4+ ROI (2x the original target) through continuous optimization and data-driven decision-making.
- Collaborated with content teams to deliver high-performing ad creatives, maximizing engagement and conversions.
- Managed daily budget pacing to maximize efficiency and ROI.
- Analyzed performance trends to identify scaling opportunities.

2021  
ClicksMedia  
Vadodara

### Social Media Intern

- Developed trend-driven social media strategies for Instagram and Facebook to boost engagement and brand visibility across multiple brands.
- Managed social media accounts across different domains, maintaining consistent creativity and brand alignment.
- Created captions, ad copy, and hashtag strategies optimized for reach and engagement.
- Monitored performance and refined content to continuously improve engagement and results.

2019 - 20  
Basil  
Vadodara

### QC & Production

- Performed in-process and final inspection of machined components as per drawings and tolerances.
- Verified dimensions using precision measuring instruments and GD&T standards.
- Raised NCRs and coordinated corrective actions with production teams.
- Maintained quality records and supported process improvements.