PINAL KASUNDRA

Digital Marketing Manager

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SUMMARY

Digital Marketing Specialist with expertise in performance marketing, paid media strategy, and conversion optimization across multi-channel platforms. Proven capability in executing Meta Ads, Google Ads, and TikTok campaigns to drive lead acquisition and audience engagement. Strong analytical proficiency in campaign performance tracking, KPI monitoring, and ROI optimization using data-driven methodologies. Experienced in content strategy, social media management, and marketing automation aligned with Canadian market standards. Currently pursuing MBA to strengthen business analytics and strategic marketing capabilities.

SKILLS

Core Skills:-

Advertising & Performance Marketing:

Meta Ads Manager, Google Ads, TikTok Ads, Campaign Optimization

Analytics & Reporting:

Google Analytics, KPI Tracking, Conversion Rate Optimization (CRO), Performance Analysis

Content & Design Tools:

Adobe Express, Canva, CapCut, Social Media Content Creation

Web & CMS Platforms:

WordPress, Website Development, Landing Page Optimization

Lead Generation & CRM:

Lead Funnel Management, Customer Acquisition Strategy, Data Tracking

Marketplace Platforms:

Facebook Marketplace, Kijiji Listings Optimization

SEO & Digital Strategy:

Search Engine Optimization (SEO), Keyword Research, On-Page Optimization

Social Media Management:

Platform Growth Strategy, Audience Targeting, Engagement Optimization

Marketing Operations:

Campaign Execution, A/B Testing, Budget Allocation

Business & Project Tools:

Project Coordination, Workflow Optimization, Cross-functional Collaboration

EXPERIENCE

Digital Marketing Manager

Global Choice Immigration

01/2025 - 05/2025 Surrey, Canada

- Executed multi-platform digital campaigns across Meta Ads and Google Ads to improve customer acquisition pipelines
- Optimized audience segmentation and bidding strategies to enhance campaign conversion efficiency
- Produced high-engagement video creatives for TikTok advertising aligned with platform algorithms
- Maintained structured lead tracking systems to streamline follow-up processes and improve conversion flow
- Designed targeted social media content to strengthen brand positioning and audience interaction
- Increased lead conversion rate by 30% through campaign optimization and audience refinement

EXPERIENCE

Digital Marketing Intern

CWC Immigration Solutions

10/2024 - 11/2024 Surrey, Canada

- Managed TikTok Ads campaigns focusing on short-form video engagement and audience reach
- Generated qualified leads and maintained structured tracking for sales pipeline visibility
- Designed and deployed Meta Ads creatives for targeted customer outreach
- Edited promotional video content using CapCut aligned with campaign objectives
- Monitored campaign metrics to identify performance improvement opportunities
- Improved campaign engagement rate by 22% through creative optimization and targeting adjustments

Digital Marketing Manager

A3 Equipment

12/2024 - 05/2025 British Columbia, Canada

- Administered social media accounts with focus on audience growth and engagement metrics
- Developed marketplace listings on Facebook and Kijiji to increase product visibility
- Implemented structured content calendars for consistent brand communication
- Created platform-specific creatives and captions to maximize engagement rates
- Analyzed ad performance metrics to refine campaign strategies
- Boosted online inquiries by 35% through optimized marketplace and ad strategies

Digital Marketing Manager

Limpid Global Solutions

01/2024 - 08/2024 Ahmedabad, India

- Directed end-to-end execution of Meta Ads campaigns for lead generation initiatives
- Designed high-quality digital creatives for multi-platform deployment
- Conducted performance analysis to improve ad efficiency and ROI
- Coordinated cross-functional communication for campaign delivery alignment
- Managed social media operations including scheduling, posting, and engagement tracking
- Reduced campaign cost-per-lead by 25% through targeting and budget optimization

Intern Medical Officer

Aarya Veer Homoeopathic Medical College & Hospital

08/2022 - 08/2023 Rajkot, India

- Delivered patient care using evidence-based homoeopathic treatment protocols
- Prepared clinical case documentation and treatment plans
- Conducted research thesis on upper respiratory tract infections
- Monitored patient progress and adjusted treatments accordingly

EDUCATION

Bachelor of Homoeopathic Medicine and Surgery (BHMS)

Aarya Veer Homoeopathy Medical College

2023 Rajkot, India

Advanced Diploma in Digital Marketing

Ahmedabad School of Digital Marketing (ASDM)

2024 India

Master of Business Administration (MBA)

University Canada West

2026 Vancouver, Canada

KEY ACHIEVEMENTS

Social Media Expert
Ahmedabad School of Digital Marketing (ASDM)

Meta Ads Expert
Ahmedabad School of Digital Marketing (ASDM)

Google Ads Expert
Ahmedabad School of Digital Marketing (ASDM)

Website Development (WordPress)
Ahmedabad School of Digital Marketing (ASDM)

LANGUAGES

English
Native

Gujarati
Native

Hindi
Native