

SUMAN SAHA

Creative Performance Strategist

Kolkata, India | Open to Remote

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PROFESSIONAL SUMMARY

Creative Performance Strategist working at the intersection of paid media, video content, and performance-driven storytelling. I focus on identifying what kind of creative actually drives results and how it should be tested, improved, and scaled.

My experience includes running campaigns on Meta and Google, planning content based on engagement data, and guiding creators and editors to execute ideas that align with performance goals. I am comfortable working across the full process from idea and planning to testing and iteration in fast-moving environments.

I also have hands-on familiarity with video production, including camera handling and editing workflows, which helps me align strategy with execution realities.

CORE SKILLS

Creative Strategy

Performance Marketing

Video-First Advertising

Messaging and Hook Development

Creative Testing and Experimentation

Meta Ads (Facebook & Instagram)

Google Ads

Paid Media Strategy

A/B Testing

Conversion Rate Optimization (CRO)

Marketing Analytics and Attribution

Content Planning and Execution

Cross-Functional Collaboration

Creative Direction

Camera Handling and Gimbal Operation

Video Editing (Premiere Pro, After Effects)

PROFESSIONAL EXPERIENCE

Creative Performance Strategist

Freelance

November 2023 – Present

- Develop and refine video-first ad creatives for paid social campaigns
 - Identify narrative angles, hooks, and messaging directions based on campaign performance data
 - Align creatives with funnel stages (TOF, MOF, BOF) to improve engagement and conversion
 - Work closely with editors and designers to guide execution of performance-focused creatives
 - Iterate on creatives using insights from CTR, CPA, retention patterns, and fatigue signals
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Creative Operations & Content Strategist (Part-time)

Brand Imaging Lab

October 2025 – Present

- Plan and structure content strategies based on engagement data across multiple platforms and client accounts
 - Coordinate with content creators, video editors, and designers to ensure execution aligns with defined content direction
 - Supervise content production workflows across pre-production and post-production stages
 - Provide input on hooks, formats, and messaging based on engagement signals and content performance trends
 - Align content planning with platform-specific behaviour and performance insights
 - Contribute to improving content consistency and engagement through structured planning and coordination
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Performance Marketer | PPC Specialist

Independent Consultant and Freelancer

March 2023 – Present

- Manage end-to-end PPC campaigns across Meta Ads and Google Ads for D2C, healthcare, and service-based clients
 - Plan and execute full-funnel campaigns covering awareness, lead generation, and conversions
 - Optimize campaigns to improve CTR, CPL, and ROAS through audience and creative testing
 - Conduct A/B testing across ad creatives, messaging, and formats
 - Implement Facebook Pixel, Conversion API, and GA4 tracking for better attribution
 - Support conversion improvements through landing page and funnel optimization
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Co-Founder & Growth Strategist

Kreative Unlock

December 2021 – February 2024

- Co-founded a boutique digital marketing agency serving local and regional businesses
 - Led paid acquisition strategies to transition clients from organic to performance-driven growth
 - Managed client onboarding, campaign execution, and performance reporting
 - Oversaw creative production for ads and social media content
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Junior Media Buyer

Sourav Ghosh and Team

November 2020 – December 2021

- Managed Meta Ads and Google Search campaigns for eCommerce and EdTech clients
 - Executed conversion and engagement campaigns in competitive markets
 - Implemented Facebook Pixel and tracking systems for performance measurement
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Social Media Strategist & Media Buyer

digitalgoogly

December 2018 – September 2019

- Managed early-stage paid campaigns on Facebook Ads and Google Ads
- Supported creative alignment with campaign objectives
- Assisted in landing page optimization using WordPress

Internet Marketing Analyst

Dependable Digital (Remote, UK)

February 2018 – November 2018

- Supported digital marketing campaigns for finance and mortgage clients
- Worked on SEO, content planning, and traffic optimization

EDUCATION

Master of Arts (Humanities)

Jadavpur University

Bachelor of Arts (Humanities)

Jadavpur University

CERTIFICATIONS

Performance Marketing Mentorship – GrowthSchool (2023)

Growth Hacking Program – GrowthSchool (2023)