

# Client Management Portfolio

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## Client Management - Ginteja Insurance Brokers (Dec 2022 - Present)

### Role Overview:

As the Digital Marketing Manager at Ginteja Insurance Brokers, I managed relationships with internal teams and external clients to ensure the success of digital marketing campaigns. I worked closely with clients to understand their needs, expectations, and goals while delivering measurable results.

### Responsibilities:

- Communicated regularly with clients to understand their business objectives and marketing goals.
- Provided detailed reports on campaign performance and recommended adjustments based on analytics.
- Managed client expectations by setting realistic timelines, budgets, and deliverables.
- Ensured clients' satisfaction by maintaining regular updates and addressing any concerns.

### Impact:

- Successfully managed client relationships, leading to an increase in client retention by 20% through proactive communication and transparent reporting.
- Increased client satisfaction by providing timely updates and delivering on KPIs for each campaign.
- Contributed to expanding the client base by offering tailored marketing solutions that aligned with clients' goals.

### Tools Used:

- Google Analytics, Google Ads, LinkedIn Campaign Manager, CRM tools

## **Client Management - Educart IAS Academy (Jun 2022 - Nov 2022)**

### Role Overview:

As a Digital Marketing Manager at Educart IAS Academy, I was responsible for managing the relationships with the key stakeholders, including internal teams and external clients, to ensure that digital marketing campaigns were executed successfully.

### Responsibilities:

- Maintained strong relationships with internal teams and clients, ensuring that everyone was aligned on campaign objectives and timelines.
- Provided clients with detailed insights and performance reports, ensuring full transparency.
- Managed client expectations by offering clear timelines, setting expectations, and delivering results based on analytics.
- Delivered actionable recommendations for optimization and campaign adjustments based on client feedback.

### Impact:

- Increased client satisfaction by providing regular updates and adapting strategies based on client feedback.
- Built long-term relationships with clients by consistently delivering results and exceeding expectations.
- Successfully expanded the client base through consistent, client-focused campaign management.

### Tools Used:

- Google Analytics, Google Ads, Meta Ads, CRM tools

## **Client Management - Hydrocraft Engineers (Feb 2020 - Jun 2022)**

### Role Overview:

As a Digital Marketing Executive at Hydrocraft Engineers, I worked closely with the Digital Marketing Manager and the client management team to handle clients' marketing campaigns, ensuring that they met the client's needs and business objectives.

### Responsibilities:

- Supported the team in client communications, ensuring that campaigns were in line with client goals and expectations.
- Assisted in presenting campaign results, reports, and key performance indicators (KPIs) to clients.
- Worked on adjusting campaigns based on client feedback and performance insights.
- Managed smaller clients by providing tailored digital marketing strategies and tracking progress.

### Impact:

- Helped build client trust by offering actionable insights and optimizing campaigns based on client feedback.
- Contributed to improving client retention by offering data-driven recommendations and clear communication.
- Increased client satisfaction through transparent reporting and optimizing campaigns for better performance.

### Tools Used:

- Google Analytics, Google Ads, LinkedIn Ads, CRM tools

## **Client Management - Chatterjee Consultancy Services (May 2019 - Jan 2020)**

### Role Overview:

As a Digital Marketing Intern at Chatterjee Consultancy Services, I supported the team in managing client relationships, ensuring that digital marketing campaigns were aligned with clients' objectives and delivering measurable results.

#### Responsibilities:

- Assisted in providing clients with campaign reports and performance insights.
- Communicated client needs to the team and ensured that campaigns were adjusted accordingly.
- Assisted in handling client feedback and reporting results, ensuring client satisfaction.
- Helped with client communication through emails, calls, and project management tools.

#### Impact:

- Contributed to maintaining client satisfaction by ensuring effective communication and addressing concerns promptly.
- Supported in improving client engagement through transparent reporting and offering actionable campaign insights.
- Assisted in growing the client base by helping the team meet client goals and expectations.

#### Tools Used:

- Google Analytics, Google Ads, CRM tools