

Google Ads Portfolio

Google Ads Portfolio - Ginteja Insurance Brokers (Dec 2022 - Present)

Role Overview:

As the Digital Marketing Manager at Ginteja Insurance Brokers, I developed and executed Google Ads strategies to drive targeted traffic to the website, increase brand visibility, and generate high-quality leads.

Responsibilities:

- Managed Google Ads campaigns targeting high-value keywords related to the insurance sector.
- Created and optimized search campaigns to improve cost-per-click (CPC) and increase conversions.
- Used remarketing techniques to engage users who previously visited the site, boosting conversion rates.
- Analyzed campaign performance and adjusted bids, keywords, and ad copies to optimize ROI.

Impact:

- Increased lead generation by 30% through optimized Google Ads campaigns.
- Improved click-through rate (CTR) by 15% by targeting specific insurance-related keywords.
- Decreased cost-per-click (CPC) by 20% through better optimization and keyword targeting.

Tools Used:

- Google Ads, Google Analytics

Google Ads Portfolio - Educart IAS Academy (Jun 2022 - Nov 2022)

Role Overview:

As a Digital Marketing Manager at Educart IAS Academy, I handled Google Ads campaigns to drive traffic and increase enrollments for the online IAS preparation courses.

Responsibilities:

- Managed paid search campaigns, focusing on keywords related to IAS exam preparation and related educational content.
- Used Google Ads targeting to optimize for specific audience segments such as age, location, and interests.
- Created compelling ad copy and designed landing pages that enhanced user engagement and conversion.
- Continuously tested and optimized campaigns by analyzing performance metrics and making necessary adjustments.

Impact:

- Increased enrollments by 20% through Google Ads campaigns targeting high-converting keywords.
- Lowered cost-per-click (CPC) by 18% by refining targeting strategies and optimizing keywords.
- Achieved a 25% increase in website traffic from paid search ads.

Tools Used:

- Google Ads, Google Analytics

Google Ads Portfolio - Hydrocraft Engineers (Feb 2020 - Jun 2022)

Role Overview:

As a Digital Marketing Executive at Hydrocraft Engineers, I managed Google Ads campaigns to

increase brand visibility and drive more qualified leads for engineering services.

Responsibilities:

- Managed PPC campaigns targeting high-value keywords in the engineering and construction industry.
- Optimized ad copy and landing pages to improve the Quality Score and overall ad ranking.
- Analyzed campaign performance data to adjust bids, keywords, and targeting settings to optimize ROI.
- Ran remarketing campaigns to re-engage visitors and convert them into leads.

Impact:

- Increased leads by 25% within 6 months of launching targeted Google Ads campaigns.
- Improved CTR by 10% through ad copy optimization and strategic keyword targeting.
- Reduced CPC by 15% through better bid management and ad optimizations.

Tools Used:

- Google Ads, Google Analytics

Google Ads Portfolio - Chatterjee Consultancy Services (May 2019 - Jan 2020)

Role Overview:

As a Digital Marketing Intern at Chatterjee Consultancy Services, I supported the Google Ads team by helping set up, manage, and optimize campaigns for clients.

Responsibilities:

- Assisted in setting up Google Ads campaigns, including keyword selection, bidding strategies, and ad copy creation.

- Optimized ad campaigns by analyzing performance and suggesting changes to improve CTR and reduce CPC.
- Conducted keyword research and competitive analysis to identify new opportunities.
- Assisted in managing remarketing campaigns to increase engagement and conversions.

Impact:

- Contributed to a 15% increase in lead generation through improved Google Ads targeting and optimizations.
- Helped improve campaign CTR by 12% through ad copy optimization.
- Lowered CPC by 10% by refining keyword targeting.

Tools Used:

- Google Ads, Google Analytics