

# Lead Generation Portfolio

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## Lead Generation Portfolio - Ginteja Insurance Brokers (Dec 2022 - Present)

### Role Overview:

As the Digital Marketing Manager at Ginteja Insurance Brokers, I led lead generation efforts by optimizing paid search, social media, and remarketing campaigns to generate high-quality leads.

### Responsibilities:

- Managed paid lead generation campaigns on Google Ads, Meta Ads, and LinkedIn Ads.
- Created landing pages and lead forms optimized for conversions.
- Used remarketing strategies to re-engage potential customers who showed interest but did not convert.
- Conducted A/B tests for different ad creatives and landing page designs to maximize lead quality.

### Impact:

- Increased lead generation by 40% within the first 6 months of campaign implementation.
- Improved conversion rates by 30% by optimizing landing pages and targeting the right audience.
- Reduced cost-per-lead (CPL) by 18% by optimizing bid strategies and remarketing campaigns.

### Tools Used:

- Google Ads, Meta Ads, LinkedIn Campaign Manager, Unbounce

## Lead Generation Portfolio - Educart IAS Academy (Jun 2022 - Nov 2022)

### Role Overview:

As a Digital Marketing Manager at Educart IAS Academy, I focused on lead generation campaigns targeting students interested in IAS preparation, using paid search, social media, and content marketing strategies.

#### Responsibilities:

- Managed paid search campaigns on Google Ads targeting relevant keywords related to IAS exams.
- Optimized landing pages and lead forms to increase conversions for students looking for online courses.
- Used social media and display ads to retarget potential students who interacted with the website.
- Monitored lead quality and optimized campaigns based on conversion data.

#### Impact:

- Increased student sign-ups by 25% through targeted lead generation campaigns.
- Reduced CPL by 15% by refining audience targeting and campaign optimization.
- Improved lead conversion by 20% through well-optimized landing pages and compelling ad copy.

#### Tools Used:

- Google Ads, Meta Ads, Google Analytics, Unbounce

### **Lead Generation Portfolio - Hydrocraft Engineers (Feb 2020 - Jun 2022)**

#### Role Overview:

As a Digital Marketing Executive at Hydrocraft Engineers, I managed and optimized lead generation campaigns through paid search, social media ads, and email marketing to generate quality B2B leads.

#### Responsibilities:

- Ran Google Ads and LinkedIn Ads campaigns targeting businesses and professionals in need of engineering services.
- Created and optimized landing pages to increase lead form submissions.
- Used email marketing for nurturing leads and engaging prospects who interacted with the campaigns.
- A/B tested ad creatives and landing pages to maximize conversion rates.

#### Impact:

- Increased B2B lead generation by 30% through targeted LinkedIn Ads campaigns.
- Improved CPL by 12% through better optimization and audience targeting.
- Enhanced engagement rates by 20% with tailored email marketing campaigns.

#### Tools Used:

- Google Ads, LinkedIn Ads, Mailchimp, Unbounce

### **Lead Generation Portfolio - Chatterjee Consultancy Services (May 2019 - Jan 2020)**

#### Role Overview:

As a Digital Marketing Intern at Chatterjee Consultancy Services, I assisted the team in managing and optimizing lead generation campaigns on Google Ads, LinkedIn, and email marketing platforms.

#### Responsibilities:

- Assisted in setting up and managing Google Ads campaigns to target consulting clients.
- Helped create and optimize landing pages with lead forms for better conversion rates.
- Supported social media and email marketing campaigns designed to drive engagement and collect leads.

- Assisted in analyzing campaign performance data and making adjustments to improve lead generation.

Impact:

- Contributed to a 15% increase in lead generation through Google Ads and LinkedIn Ads.
- Helped optimize ad creatives and targeting to improve CTR by 10%.
- Assisted in reducing CPL by 8% by refining targeting and optimizing landing pages.

Tools Used:

- Google Ads, LinkedIn Ads, Google Analytics, Mailchimp