

# LinkedIn Ads Portfolio

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## LinkedIn Ads Portfolio - Ginteja Insurance Brokers (Dec 2022 - Present)

### Role Overview:

As the Digital Marketing Manager at Ginteja Insurance Brokers, I developed and executed LinkedIn Ads strategies to increase brand awareness, engage with decision-makers in the insurance sector, and generate high-quality leads.

### Responsibilities:

- Managed LinkedIn Ads campaigns targeting key decision-makers, such as business owners and HR managers in the insurance industry.
- Created custom audiences based on job titles, company sizes, and industries to ensure the ads reached the right people.
- Optimized ad creatives, headlines, and targeting to improve engagement and conversions.
- Tracked campaign performance and adjusted bids, keywords, and targeting strategies for better results.

### Impact:

- Increased lead generation by 35% through LinkedIn Ads campaigns targeting business professionals in the insurance sector.
- Improved CTR by 20% by refining ad targeting and optimizing visuals.
- Reduced cost-per-lead (CPL) by 15% by optimizing audience segmentation.

### Tools Used:

- LinkedIn Campaign Manager, Google Analytics

## **LinkedIn Ads Portfolio - Educart IAS Academy (Jun 2022 - Nov 2022)**

### Role Overview:

As a Digital Marketing Manager at Educart IAS Academy, I managed LinkedIn Ads campaigns to increase awareness and enrollments for IAS exam preparation.

### Responsibilities:

- Managed LinkedIn Ads targeting professionals and students interested in IAS courses and preparation.
- Developed targeted campaigns to reach key decision-makers such as students, educators, and professionals.
- Optimized ad creatives, audience targeting, and bidding strategies to maximize lead conversion.
- Conducted A/B testing for ads to identify the best-performing creatives and audience segments.

### Impact:

- Increased enrollments by 20% through LinkedIn Ads campaigns targeting key professionals and students.
- Reduced CPL by 18% by improving targeting and refining bidding strategies.
- Increased website traffic by 25% through sponsored content and InMail campaigns.

### Tools Used:

- LinkedIn Campaign Manager, Google Analytics

## **LinkedIn Ads Portfolio - Hydrocraft Engineers (Feb 2020 - Jun 2022)**

### Role Overview:

As a Digital Marketing Executive at Hydrocraft Engineers, I ran LinkedIn Ads campaigns targeting

businesses in need of engineering services to increase brand awareness and generate leads.

#### Responsibilities:

- Managed sponsored content campaigns on LinkedIn to target decision-makers in industries such as construction and engineering.
- Used LinkedIn's job title targeting to reach key professionals who were likely to need engineering services.
- Optimized the budget, bid strategy, and targeting to maximize ROI from the campaigns.
- Analyzed ad performance data to adjust targeting and creatives for better results.

#### Impact:

- Increased lead generation by 25% within 6 months of launching LinkedIn Ads campaigns.
- Achieved a 15% improvement in CTR through optimized targeting and creative adjustments.
- Reduced CPL by 10% by refining audience targeting and ad placements.

#### Tools Used:

- LinkedIn Campaign Manager, Google Analytics

### **LinkedIn Ads Portfolio - Chatterjee Consultancy Services (May 2019 - Jan 2020)**

#### Role Overview:

As a Digital Marketing Intern at Chatterjee Consultancy Services, I assisted in managing LinkedIn Ads campaigns to promote consulting services and generate leads.

#### Responsibilities:

- Assisted in creating LinkedIn Ads campaigns for B2B lead generation and brand visibility.
- Used LinkedIn's targeting options, such as job titles, industries, and seniority levels, to reach the

right audience.

- Aided in optimizing ad creatives and selecting appropriate targeting for better engagement.
- Monitored ad performance and helped adjust budgets and bids to maximize campaign efficiency.

Impact:

- Contributed to a 10% increase in lead generation through LinkedIn Ads campaigns targeting professionals.
- Helped improve ad engagement rates by 12% through creative optimization.
- Reduced CPL by 8% by adjusting targeting strategies and ad formats.

Tools Used:

- LinkedIn Campaign Manager, Google Analytics