

Meta Ads Portfolio

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

Role Overview:

As the Digital Marketing Manager at Ginteja Insurance Brokers, I developed and executed Meta Ads strategies (Facebook & Instagram) to drive traffic, increase brand visibility, and generate high-quality leads.

Responsibilities:

- Managed Meta Ads campaigns targeting the insurance sector on Facebook and Instagram.
- Created custom audiences based on demographics, interests, and behaviors to target potential customers effectively.
- Optimized ad copy and creatives for better engagement and improved CTR.
- Used conversion tracking to monitor campaign performance and adjust bids and targeting accordingly.

Impact:

- Increased lead generation by 40% through targeted Meta Ads campaigns.
- Improved CTR by 25% by refining audience targeting and ad creatives.
- Decreased cost-per-lead (CPL) by 15% through optimization of campaigns.

Tools Used:

- Facebook Ads Manager, Google Analytics

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

Role Overview:

As a Digital Marketing Manager at Educart IAS Academy, I managed Meta Ads campaigns to drive traffic to the website and generate leads for online IAS courses.

Responsibilities:

- Managed Facebook and Instagram ads targeting users interested in IAS preparation and educational content.
- Developed engaging ad creatives and copy that resonated with the target audience.
- Analyzed campaign performance, adjusted targeting, and tested different creatives for optimal results.

Impact:

- Increased website traffic by 30% through Meta Ads campaigns.
- Boosted lead conversion rate by 20% by using dynamic ad targeting.
- Reduced CPL by 18% through continuous optimization.

Tools Used:

- Facebook Ads Manager, Google Analytics

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

Role Overview:

As a Digital Marketing Executive at Hydrocraft Engineers, I ran Meta Ads campaigns targeting B2B customers in the engineering sector to increase brand awareness and generate qualified leads.

Responsibilities:

- Managed Meta Ads campaigns on Facebook and Instagram to target engineers, construction professionals, and businesses in need of engineering services.
- Created custom audiences based on job titles, industry, and behavior for precise targeting.
- Monitored campaign performance and optimized ad creatives to improve reach and engagement.

Impact:

- Increased brand awareness by 25% through Meta Ads campaigns.
- Achieved a 15% increase in leads from Meta Ads with a focus on B2B targeting.
- Optimized ad spend, lowering CPL by 10%.

Tools Used:

- Facebook Ads Manager, Google Analytics

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

Role Overview:

As a Digital Marketing Intern at Chatterjee Consultancy Services, I assisted in managing Meta Ads campaigns targeting various industries and services for lead generation.

Responsibilities:

- Assisted in creating and running Meta Ads campaigns to generate leads for consulting services.
- Worked on targeting strategies, including interest and behavior-based targeting.
- Analyzed campaign data to assist in optimizing budget allocation and improving performance.

Impact:

- Contributed to a 10% increase in lead generation through targeted Meta Ads campaigns.
- Helped improve ad engagement rates by 12% through creative optimization.

Tools Used:

- Facebook Ads Manager, Google Analytics