

Team Management Portfolio

Team Management - Ginteja Insurance Brokers (Dec 2022 - Present)

Role Overview:

As the Digital Marketing Manager at Ginteja Insurance Brokers, I lead a small team consisting of a Digital Marketing Executive and a Graphic Designer. I was responsible for guiding the team to execute digital marketing strategies and ensuring campaigns met business objectives.

Team Structure:

- ****1 Digital Marketing Executive****: Assisted with the execution of Google Ads, Meta Ads, and LinkedIn Ads campaigns.
- ****1 Graphic Designer****: Created creatives for various ad formats, social media posts, and other marketing collateral.

Key Responsibilities:

- Managed the digital marketing team and assigned tasks based on individual strengths.
- Provided mentorship and regular performance reviews to ensure progress and development.
- Collaborated with the team to brainstorm and develop creative marketing strategies.

Team Management - Educart IAS Academy (Jun 2022 - Nov 2022)

Role Overview:

As the Digital Marketing Manager at Educart IAS Academy, I led a team of three individuals: a Content Writer, Graphic Designer, and SEO Executive. My role was to guide the team, provide strategic direction, and oversee the execution of digital marketing campaigns.

Team Structure:

- ****1 Content Writer****: Responsible for creating engaging blog posts, landing page content, and other written materials to improve SEO and engagement.
- ****1 Graphic Designer****: Responsible for creating visually appealing ad creatives, banners, and social media content.
- ****1 SEO Executive****: Focused on optimizing the website for search engines, performing keyword research, and improving the site's organic rankings.

Key Responsibilities:

- Managed and mentored a team of 3 professionals to execute campaigns effectively.
- Collaborated with team members to ensure content and graphics aligned with marketing goals.
- Provided performance feedback and identified opportunities for improvement.

Team Management - Hydrocraft Engineers (Feb 2020 - Jun 2022)

Role Overview:

At Hydrocraft Engineers, I worked under the guidance of the Digital Marketing Manager, where I supported the team in executing various digital marketing tasks, including SEO, Google Ads, and LinkedIn Ads.

Team Structure:

- ****1 Senior Digital Marketing Manager****: Provided leadership and guidance in all digital marketing efforts.
- I worked closely with my senior and executed tasks independently, handling SEO, Google Ads, and reporting.

Key Responsibilities:

- Assisted in the creation and optimization of digital marketing campaigns.
- Collaborated with the senior manager to optimize Google Ads and LinkedIn Ads performance.
- Provided detailed performance reports and suggested improvements for ongoing campaigns.

Team Management - Chatterjee Consultancy Services (May 2019 - Jan 2020)

Role Overview:

At Chatterjee Consultancy Services, I was the sole Digital Marketing Intern and worked directly with my senior, the Digital Marketing Manager. I was responsible for executing various digital marketing tasks such as SEO, campaign management, and content creation. I operated independently in managing multiple tasks.

Team Structure:

- As an intern, I had no direct team members, but I worked closely with the Digital Marketing Manager, who provided guidance and oversight.

Key Responsibilities:

- Worked independently on SEO tasks, Google Ads, and content creation.
- Managed campaigns and reported results to my senior.
- Collaborated with my senior to analyze performance and optimize campaigns.