

GINTEJA INSURANCE BROKERS PVT LTD — PORTFOLIO

Digital Marketing Manager

December 2022 – December 2025

Professional Summary

Managed end-to-end digital marketing operations for Ginteja Insurance Brokers Pvt. Ltd., focusing on insurance lead generation, automation, SEO growth, performance marketing, and regional business expansion. Led integrated marketing campaigns across Google Ads, Meta Ads, LinkedIn Ads, SEO, WhatsApp automation, and AI-powered workflows.

Key Responsibilities

Performance Marketing & Lead Generation

- Managed Google Ads, Meta Ads, Microsoft Ads, and LinkedIn Ads campaigns for insurance lead generation.
- Built high-converting lead funnels for:
 - Motor Insurance
 - Health Insurance
 - Life Insurance
- Optimized campaigns using audience segmentation, remarketing, and conversion tracking.
- Improved lead quality through landing page optimization and A/B testing.

SEO & Organic Growth

- Led SEO initiatives that increased organic traffic from 0 to 20K monthly visitors.
- Improved keyword rankings and search visibility across insurance categories.
- Developed SEO-friendly blogs and optimized landing pages for better lead acquisition.
- Managed technical SEO, content optimization, and competitor analysis.

AI & Automation Systems

- Built and deployed WhatsApp AI bots to automate customer support and claim assistance.
- Developed AI-powered workflows for marketing automation and lead management.
- Created an AI portal to streamline offline insurance policy entries.
- Improved operational efficiency through automation systems.
- POSP & Business Growth Support
- Designed a POSP lead database system contributing to major sales growth.
- Conducted weekly review meetings with regional sales teams to improve lead performance.
- Supported regional business expansion across:
 - Assam
 - Bihar

- Jharkhand
- Odisha
- Tripura
- Telangana
- Andhra Pradesh
- Tamil Nadu
- Karnataka

Branding & Campaign Activities

- Executed kiosk activations, awareness campaigns, and offline branding activities.
- Conducted awareness events at:
 - Brainware University
 - ICCR
 - SastaSundar
 - Shyam Steel
- Strengthened Ginteja's social media presence while maintaining IRDAI compliance.

Major Achievements

- Increased online sales by 30% through targeted performance marketing campaigns.
- Reduced cost per acquisition (CPA) by 40% through campaign optimization.
- Improved conversion rates by 25% using CRO and A/B testing strategies.
- Generated and supported ₹80 Cr+ revenue contribution through AI portal implementation.
- Increased organic traffic to 20K monthly visitors.
- Designed POSP systems contributing to 70% sales growth.
- Achieved 40% email campaign open rates through integrated email & SMS campaigns.
- Improved overall customer engagement through UX and landing page redesign initiatives.

Platforms & Tools Used

- Google Ads
- Meta Ads
- LinkedIn Ads
- Microsoft Ads
- Google Analytics
- GTM
- SEMrush
- Search Console
- WordPress
- Elementor
- WhatsApp Automation
- CRM & Lead Management Systems

Industries Worked

- Insurance

- Financial Services
- Lead Generation
- Digital Automation
- Performance Marketing