

DIGITAL MARKETING PORTFOLIO

Showcasing innovative strategies and success stories in digital marketing

J KARTHIKA DEVI

Digital Marketing Executive|Ecommerce Executive



OVERVIEW OF KEY TOPICS

This presentation will cover **services**, Clients Projects, and **results**.



- Successfully executed high-impact client campaigns across diverse industries
- Defined and implemented strategic marketing goals tailored to client needs
- Showcased success stories with clear before-and-after performance data
- Included authentic client testimonials to validate results and satisfaction



SERVICES OFFERED

Social Media Mastery

Managed social media campaigns for clients in the cosmetic and entertainment industries, driving engagement and building brand awareness.

Targeted Advertising

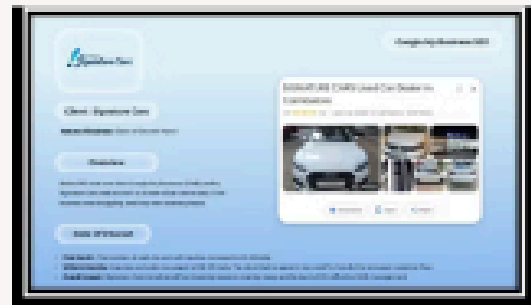
Leveraged data-driven advertising strategies to generate qualified leads and boost conversions for an education sector client.

Google My Business

Optimized Google My Business listings to improve local visibility and foot traffic for a range of small businesses.

GOOGLE MY BUSINESS: LOCAL VISIBILITY BOOST

Google My Business: Local Visibility Boost

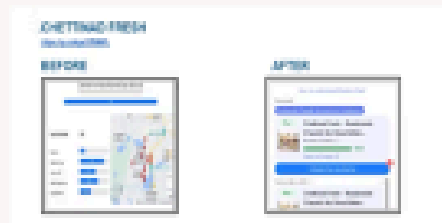


Chettinad Fresh

Increased online presence and sales for readymade chapati seller.

Optimized GMB listing and managed reviews.

[Visit: Chettinad Fresh](#)

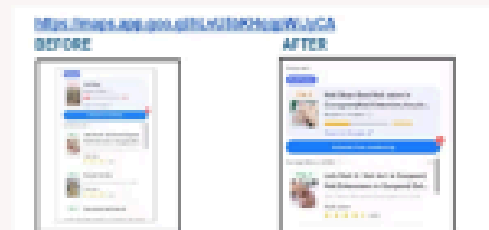


Signature Cars

Improved visibility and lead generation for car sales.

Professional setup and strategic SEO.

[Visit: Signature Cars](#)



Nail Stop

Enhanced visibility in Gurugram for nail salon.

Engaging content and local SEO.

[Visit: Nail Stop](#)



Kamea Technologies

Significant growth from GMB optimization.

Boosted online visibility and engagement.

[Visit: Kamea Technologies](#)



SOCIAL MEDIA MANAGEMENT: COSMETIC & ENTERTAINMENT

Social Media Management: Cosmetic & Entertainment



Dare2 escape

Plush Mantra

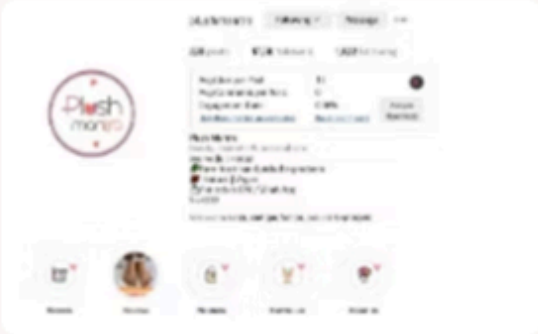
Increased brand awareness and sales for beauty brand.



GoSparkle Organics

DARE2ESCAPE

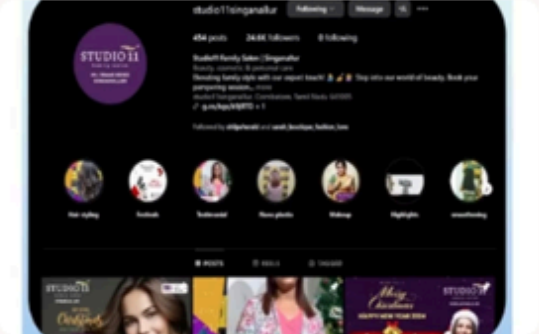
Thriving Instagram with engaging content and high interaction.



Plush Mantra

GoSparkle Organics

Visually appealing content driving sales and engagement.



Studio 11

Studio 11 Salon

Boosted brand visibility and customer engagement.

S, O, C, I, A, L,
M, E, D, I, A,

S, O, C, I, A, L,
M, E, D, I, A,

SOCIAL MEDIA ADVERTISING: EDUCATION SECTOR

Campaigns 17 selected					
Ad sets for 17 Campaigns					
Ads for 17 Campaigns					
Create Duplicate Edit A/B test More Columns: Performance Breakdown					
Off / On	Ad	Attribution setting	Results	Reach	Impressions
☒	 Esports course admission enquiry ad 18/2/...	7-day click or ...	63 Meta leads	14,786	20,402
☒	 Esports course admission enquiry ad 17/2/...	7-day click or ...	44 Meta leads	10,155	13,429
☒	 whatsapp video 4 +2- Kerala,Lakshadeep ...	7-day click or ...	14 Messaging conversat...	38,919	46,805
☒	 mttm video 4 ad 2/8/2024	7-day click or ...	— Messaging Conversat...	—	—
☒	 Mttm pg kerala ,lakshadeep 6/9/2024 - Vid...	7-day click or ...	— Messaging Conversat...	2,119	2,540
☒	 Mttm pg kerala ,lakshadeep 6/9/2024-vide...	7-day click or ...	20 Messaging conversat...	41,084	61,332
Results from 29 ads ⓘ Excludes deleted items Hide results		7-day click or ...	— Multiple conversions	928,807 Accounts Center acco...	1,959,709 Total

S, O, C, I, A, L,
M, E, D, I, A,

S, O, C, I, A, L,
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SOCIAL MEDIA ADVERTISING: EDUCATION SECTOR

Social Media Advertising: Education Sector

Esports Course

Optimized Meta Ads for lead generation.

- Reached 15,312 accounts
- Generated 63 leads

MBBS & MTTM

Targeted Meta Ads for course admissions in India & Middle East.

- Reached 630,943 users
- Generated 1,224 leads

English Easifier

Lead generation campaign for English learning program.

- Reached 168,424 users
- 724 messaging conversations

S, O, C, I, A, L,
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DIGITAL MARKETING FOR THE FOOD INDUSTRY

Campaigns 9 selected × Ad sets for 9 Campaigns Ads for 9 Campaigns						
Create Duplicate Edit A/B test More						
Off / On	Ad	Results	Reach	Impressions	Cost per result	
↑↓	↑↓	↑↓	↑↓	↑↓	↑↓	
	Khadheejah Karnataka 10/10/2022	59 Messaging convers...	15,386	24,072	₹20.4 Per Messaging Conv...	
	Khadheejah Ad Karnataka 4/11/2022	50 Messaging convers...	11,931	20,538	₹25.8 Per Messaging Conv...	
	Khadheejah Tamilnadu 10/10/2022 View charts Edit Duplicate	87 Messaging convers...	14,241	25,707	₹13.9 Per Messaging Conv...	
	Khadheejah Tamilnadu Ad 4/11/2022 View charts Edit Duplicate	108 Messaging convers...	13,438	24,387	₹11.9 Per Messaging Conv...	
	Khadheejah Ghee kerala Ad 15/10/2022	38 Messaging convers...	9,797	14,894	₹19.8 Per Messaging Conv...	
	Khadheejah Andhra Pradesh 10/10/2022	79 Messaging convers...	14,320	24,135	₹15.3 Per Messaging Conv...	
Results from 10 ads ⓘ View results						

S, O, C, I, A, L,
M, E, D, I, A,

S, O, C, I, A, L,
M, E, D, I, A,

DIGITAL MARKETING FOR THE FOOD INDUSTRY

Digital Marketing for the Food Industry



Khadheejah

Regional ad campaigns for FMCG brand.



Rotolo Cafe

Instagram management, boosting engagement.



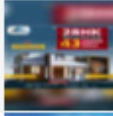
Jar Masala

New social media presence for homemade products.

S, O, C, I, A, L,
M, E, D, I, A,

S, O, C, I, A, L,
M, E, D, I, A,

CONSTRUCTION INDUSTRY: BUILDING LEADS

Campaigns 8 selected ×						
Ad sets for 8 Campaigns						
Ads for 8 Campaigns						
Duplicate Edit A/B test More						
On	Ad ↑↓	Attribution setting	Results ↑↓	Reach ↑↓	Impressions ↑↓	Cost ↑↓
●	VM Properties 3bhk ad 1... Unpublished edits	-day click or ...	↓ 2 Meta leads	580	685	
●	 Sun developers ad 12/11/2022	-day click or ...	↓ 13 Meta leads	2,076	3,667	
●	 Sun Developers 2 Ad 5/11/2022	-day click or ...	↓ 12 Meta leads	2,124	3,892	
●	 Sun Developer 1 Ad 5/11/2022	-day click or ...	— Meta leads	395	588	
●	 Sun Developers Ad 28/10/2022	-day click or ...	↓ 9 Meta leads	3,365	5,672	
●	 Sun Developers Ad 22/10/2022	-day click or ...	↓ 17 Meta leads	3,235	6,307	
Results from 12 ads ⓘ Excludes deleted items View results						

SEM

SOCIAL
MEDIA

CONSTRUCTION INDUSTRY: BUILDING LEADS

Construction Industry: Building Leads

- 1 — Instagram/Facebook Marketing
Enhanced visibility for premium plots.
- 2 — Engaging Posts
Targeted hashtags and audience interaction.
- 3 — Lead Generation
92 leads from Facebook campaigns.
- 4 — Future Focus
Reels, ads, and influencer collaborations.



EVENT MANAGEMENT: MAXIMIZING REACH

Campaigns 5 selected ×					
Ad sets for 5 Campaigns					
Ads for 5 Campaigns					
te Duplicate Edit A/B test More					
f / On	Ad ↑↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓	
☒	Trimac events Awareness ad 17/9/2023 -	322,489	335,133	₹5.51 Per 1,000 People Rea...	
☒	Trimac events Awareness ad 17/9/2023	814,066	814,066	₹4.15 Per 1,000 People Rea...	
☒	Trimac events Awareness ad 17/9/2023 - C...	445,398	462,080	₹5.06 Per 1,000 People Rea...	
☒	Trimac Events 12/9/2023	34,167	66,036	₹217.25 Per Meta lead	
☒	Pride Events Lead generation Ad 5/9/2022	16,031	21,638	₹72.50 Per Meta lead	
☒	pride events 03/09/2022	29,633	43,316	₹53.52 Per Meta lead	
Results from 8 ads ⓘ					
👁 View results					



EVENT MANAGEMENT: MAXIMIZING REACH

Event Management: Maximizing Reach



Strategic Targeting

Maximized reach and engagement.



Massive Impressions

Reached 973K+ people.



High ROI

Generated multiple leads and conversions.



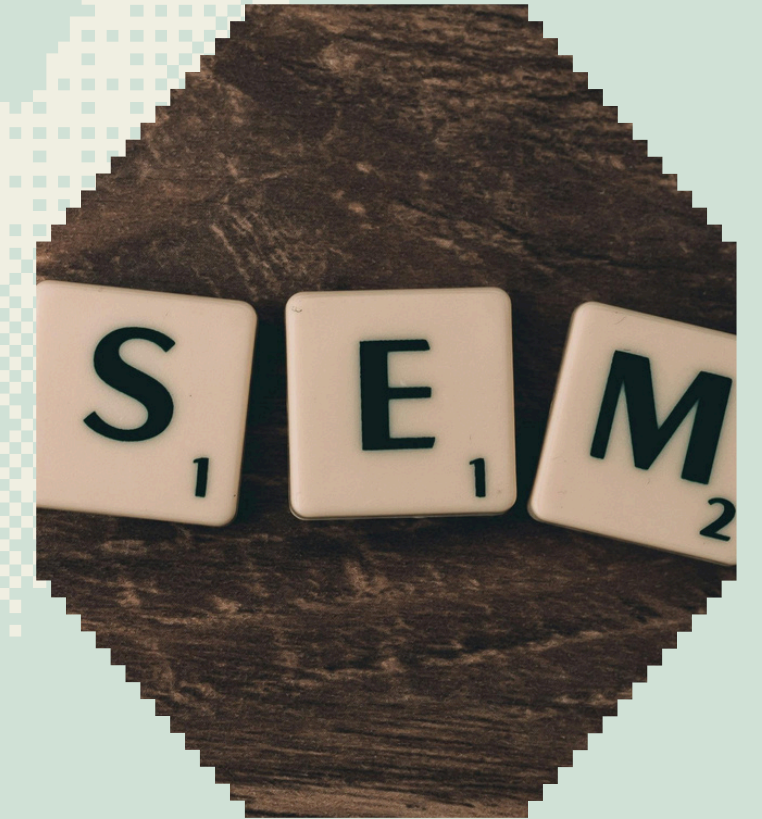
Data-Driven Success

Optimized for performance and brand impact.



FINANCE INDUSTRY: DRIVING CONVERSIONS

Duplicate		Edit		A/B test		More	
Ad	on	Results	Reach	Impressions	Cos		
	Sk Associates Ad video 03/10/2022	2 Meta leads	1,338	1,524			
	Sk Associates Ad Image 03/10/2022	21 Meta leads	4,140	8,331			
	SK Associates Tamil Ad 1/9/2022	26 Meta leads	5,636	9,251			
	SK Associates Ad 2/8/2022	17 Meta leads	6,366	13,602			
	SK Associates English Ad 1/9/2022	2 Meta leads	1,121	1,319			
	SK associates Tamil Ad 16/8/2022	33 Meta leads	5,462	10,889			
Results from 7 ads							



FINANCE INDUSTRY: DRIVING CONVERSIONS

Finance Industry: Driving Conversions

37,930

SK Associates Leads
Facebook ad campaigns for finance.

86,279

SK Associates Reach
Broad audience engagement.

97

Jothi Vinayaga Chit Leads
High conversion potential.

543K+

Jothi Vinayaga Chit Impressions
Strong brand visibility.



MANUFACTURING INDUSTRY: GLOBAL REACH



sreevanioudhbakoor

Following

Message

...

59 posts

95 followers

9 following

Avg Likes per Post: 2

Avg Comments per Post: 0

Engagement Rate: 2.11%

[How these metrics are calculated](#)

Based on 11 posts

Analyze

More Posts

Sree Vani Perfumery Works

Shopping & retail

 Sreevani Oudh & Bakhoor  | Authentic Arabian Fragrances | Premium Oudh & Bakhoor Collections | Elevate Your Senses... more

Laggere Ring road, Kempegowda Layout, Bangalore, India 560058

www.sreevaniperfumery.net + 1

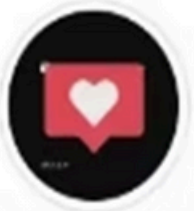
Followed by sree_vani_perfumery_works



Special Oudh



Sree Vani



Oudh Premium



Dubai DWTC ...



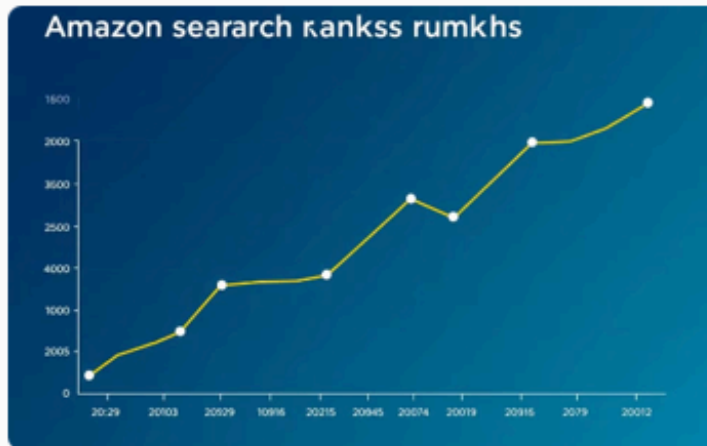
ECOMMERCE LISTINGS

E-Commerce Handling Services



Amazon Seller Central Management

Easy Selling, Big Profits. We handle everything from setup to customer service, ensuring smooth and efficient operations.



Amazon SEO

Get Found, Get Chosen. Stand out on Amazon with our SEO strategies. We optimize your listings with keywords and compelling content to improve rankings and attract more customers.



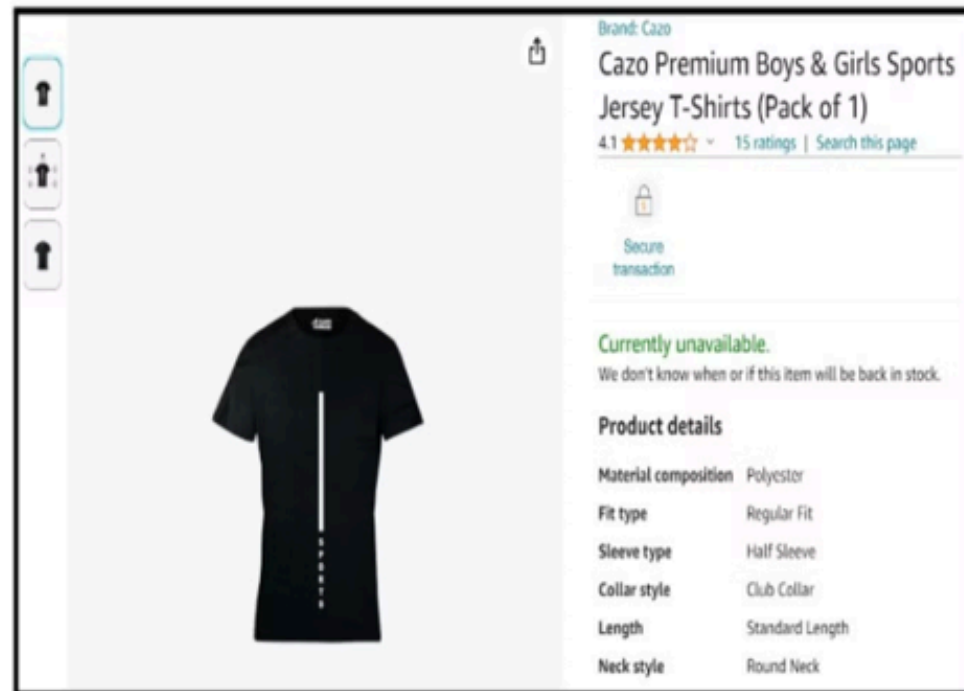
Amazon Advertising (PPC)

Increase Sales with Targeted Ads. Reach your ideal customers with targeted ad campaigns (Sponsored Products, Brands, and Display Ads). We maximize your ROI and boost visibility.

Let us help you succeed on Amazon. We make it easier to sell more and reach more customers.

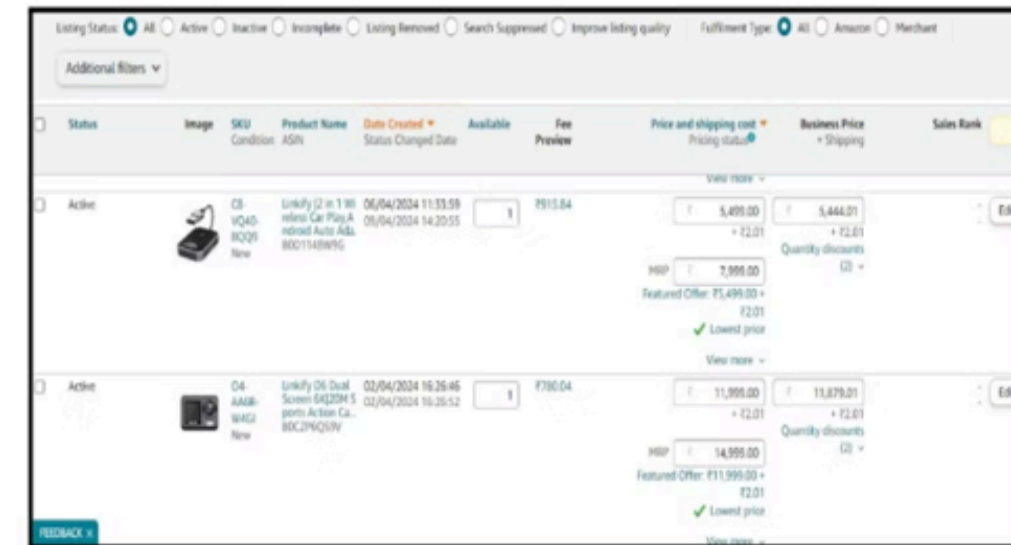
ECOMMERCE LISTINGS

E-Commerce Handling-Amazon



Cazo Clothings -Amazon Listings and PPC

My expertise in managing Cazo Clothing's Amazon Seller Central has been exceptional. From listing a wide range of kids' and unisex apparel with detailed variations to optimizing Amazon PPC campaigns, I ensured increased visibility and sales. A remarkable approach to e-commerce success!



Nivi Innovations-Listings E electronic Products

I effectively managed Nivi Innovations' Linkify brand on Amazon Seller Central, ensuring seamless listing of electronic products with optimized details. Through strategic handling, boosted visibility and sales, delivering exceptional results for the brand in the competitive e-commerce space!

ECOMMERCE HANDLING

E-Commerce Handling - Flipkart

While my primary experience has been with Amazon Seller Central, I'm fully equipped to manage Flipkart Seller accounts as well. From product listing and keyword optimization to campaign strategy and performance analysis — I bring the same growth-driven mindset to Flipkart's ecosystem.

Though I haven't handled a live Flipkart project yet, I've studied the platform's backend systems, ad tools, and listing optimization strategies extensively. I'm ready to hit the ground running and deliver results from day one.

Available for Flipkart Seller Account setup, product listing, ad campaign management, SEO, and performance tracking.

**THANK YOU FOR
YOUR ATTENTION!
LET'S CONNECT**

Location: Bangalore, India

Phone: +91 8105540027

Email: devi8623@gmail.com

LinkedIn profile: <https://www.linkedin.com/in/j-karthika-devi-07145436b/>