DIGITAL MARKETING PORTFOLIO · 2026

Your Name

SEO · Social Media · Performance Marketing

I turn small budgets into measurable growth — through search, social and data-driven campaigns.

yourname@email.com in/yourname yourportfolio.com

Your Photo
or browse files

4	4	₹45K
live client projects	industry certifications	ad budget managed

Student tip · This is a sample portfolio. Replace the name, photo, contact details and every number with your own. Turn these tips off before exporting.

ABOUT ME

Curious marketer, obsessed with what the data says.

Final-year BBA student and certified digital marketer from Digisnare Technologies LLP. I've planned and run SEO, social and paid campaigns for three local businesses and one college event.

Looking for an entry-level role in performance marketing where I can keep learning fast.

CORE SKILLS

SEO	Advanced
Social media	Advanced
Google Ads	Intermediate
Email marketing	Intermediate
Analytics (GA4)	Intermediate

TOOLS I USE

Google Search Console · GA4 · Google Ads · Meta Business Suite · Ahrefs · Canva · Mailchimp · Looker Studio

Selected work

4 case studies

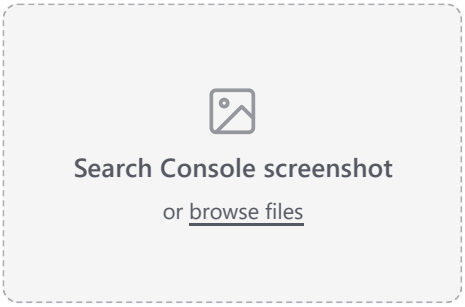
Student tip · Use the same Brief → Strategy → Execution → Results format for every project. Add a real screenshot (dashboard, post or ad) in each image box.

01 SEO · LOCAL BUSINESS
Local search growth for a neighbourhood bakery

Brief. A family bakery had almost no organic traffic and didn't appear for "cakes near me".

Strategy. Target local-intent keywords, optimise the Google Business Profile, publish custom-cake content.

Execution. Rewrote 12 title tags, added location schema, collected 40 reviews, wrote 4 blog posts.



+180%	Top 3	2×
organic visits in 3 months	Map Pack for 6 keywords	phone enquiries per week

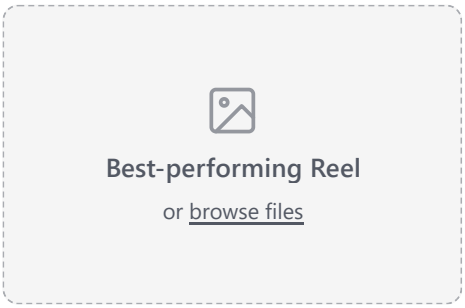
What I learned — reviews and the Business Profile moved rankings faster than blog content.

02 SOCIAL MEDIA · EVENT
Instagram launch for a college tech fest

Brief. Drive registrations for a two-day fest from a brand-new account with zero ad budget.

Strategy. A 21-day countdown built on Reels, speaker teasers and student ambassadors.

Execution. Planned 30 posts, recruited 15 ambassadors, ran story polls to pick event themes.



4,200	95K	1,150
followers gained	organic Reel views	registrations

What I learned — ambassador posts drove 60% of sign-ups; people trust peers over brand accounts.

03 PAID SEARCH · EDUCATION

Google Ads leads for a coaching institute

Brief. Generate enquiries for weekend courses on ₹15,000 a month.

Strategy. Tightly themed ad groups, a dedicated landing page, conversion tracking from day one.

Execution. Built 5 ad groups, added 120 negative keywords, A/B tested two headlines.



Google Ads dashboard

or browse files

212	₹71	8.4%
qualified leads	cost per lead	landing-page conversion

What I learned — negative keywords cut wasted spend by about a third in two weeks.

04 EMAIL · E-COMMERCE

Abandoned-cart flow for a jewellery store

Brief. Most shoppers dropped off at checkout, with no follow-up emails in place.

Strategy. A three-email sequence: reminder, social proof, then a time-limited offer.

Execution. Built the flow in Mailchimp, wrote all emails, tested two subject lines each.



Email design preview

or browse files

48%	11%	₹58K
average open rate	carts recovered	recovered in 60 days

What I learned — the social-proof email beat the discount — customers wanted reassurance more than a lower price.

Certifications

DS — **Advanced Digital Marketing Program**
Digisnare Technologies LLP · 2026

G — **Google Ads Search**
Google Skillshop · 2026

G — **Google Analytics**
Google Skillshop · 2025

H — **Content Marketing**
HubSpot Academy · 2025

> **"Your brought structure to our marketing — we finally know which posts and ads actually bring customers in."**
>
> — Owner, neighbourhood bakery (Case study 01)

Student tip · Checklist before you send

- Real numbers with the time period stated
- Client names used only with permission
- Screenshots cropped and readable
- Exported as a PDF under 10 MB, plus a live link

Let's work together.

yourname@email.com · in/yourname · yourportfolio.com

