

Digital Marketing Campaigns

DIGITAL MARKETING TECHNOLOGIST
A STRATEGIC CASE STUDY IN CROSS-CHANNEL EXECUTION &
GROWTH



COMPANY

DIGITAL LYNC & LYNC SPACE



Focus Areas

STRATEGY, EXECUTION, ANALYTICS

Company & My Role

ABOUT DIGITAL LYNC

Digital Lync is a tech upskilling institute offering full-time and weekend bootcamps in Full Stack, DevOps, AWS, and Digital Marketing. The brand later expanded into flexible workspaces via Lync Spaces, targeting freelancers and recent graduates.

MY CONTRIBUTION

From 2016 to 2019, I led the digital marketing function & launching and scaling full-funnel campaigns across both verticals.

KEY RESPONSIBILITIES



Campaign Management

Paid ads (Google, Meta)
Landing page
copy/design



Content Strategy

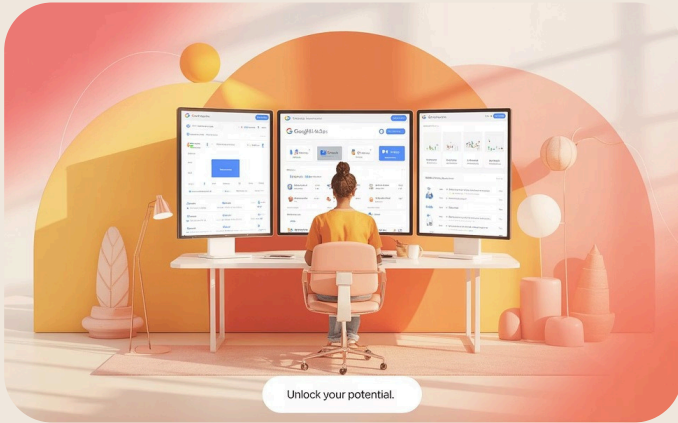
Organic content (SEO blogs,
Insta Reels)
Email nurture flows (Mailchimp,
HubSpot)



Analytics & Optimization

Lead tracking (Google Analytics,
Hotjar)
Weekly dashboards and
optimizations

Campaign Execution Highlights



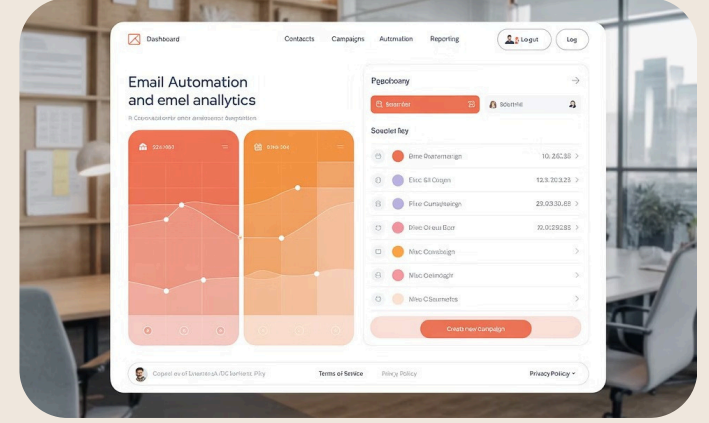
SEARCH & SOCIAL CAMPAIGNS

- Launched multi-channel remarketing with tailored messaging by program
- Implemented geo-targeting strategy focusing on tech hubs with 31% higher CTR



CONTENT & CONVERSION FUNNEL

- Created career transition stories that drove 40% of bootcamp applications
- Developed program comparison tools increasing page time by 2.5 minutes



TARGETING & PERSONALIZATION

- Segmented audiences into 6 distinct personas with customized journeys
- Built interest-based triggers generating 28% higher open rates

Paid Campaign Execution & A/B Testing

GOOGLE ADS

- Built keyword-specific campaigns
- Tested CTAs ("Register" vs "Talk to a Mentor")
- Monitored CPC, CTR, and ROAS weekly

OPTIMIZATION

- Tracked performance metrics
- Shifted budget to top performers
- Refined targeting parameters

META CAMPAIGNS

- Created carousels for Instagram/Facebook
 - Lead form vs landing page testing
 - Lead forms converted 3x better
-

Content Engine Strategy

My journey building a content ecosystem that transformed how tech students discovered Lync

THE STORY CREATION

I identified a key challenge: potential students needed guidance in their tech career journey.

- Crafted relatable stories about Full Stack, DevOps, and AWS careers.
- Tech guides became our biggest traffic driver, generating 65% of organic visits
- Interviewed graduates to create compelling transformation narratives

GETTING STORIES HEARD

With valuable content created, I needed to ensure it reached the right audience.

- Researched keywords that signaled readiness to learn tech skills
- Transformed complex concepts into bite-sized Instagram/Facebook lessons
- Designed email journeys that felt like having a personal career advisor

TURNING READERS INTO STUDENTS

The final challenge: helping interested readers take the next step.

- Created free resources that solved immediate problems for prospects
- Landing pages connected stories to programs, achieving an 8.5% conversion rate.
- Content-driven lead forms performed 3x better than standard approaches

The Impact

- Strategic storytelling revolutionized our acquisition funnel
- 43% increase in qualified leads
- 22% higher enrollment rates
- Reduced sales cycle from 45 to 28 days
- Built sustainable content ecosystem driving continued growth



**By transforming complex tech education decisions into personal journeys,
We dramatically improved both conversion metrics and student satisfaction.**

Tools Used

CATEGORY

TOOLS

ADS

Google Ads, Meta Ads Manager, Google Analytics

ANALYTICS

(UA), Meta Pixel, Hotjar

DESIGN

Canva, Photoshop

EMAIL & CRM

Mailchimp, HubSpot

SEO & CONTENT

SEMrush, Notion, Google Sheets, Keyword Planner

