

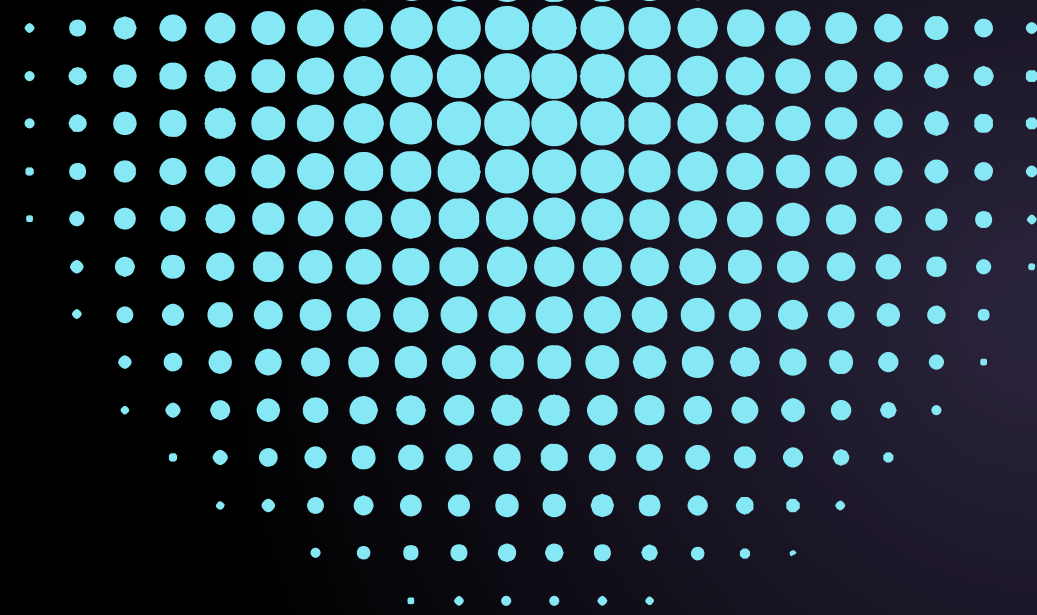


**Sonalika Sharma**

Marketing Professional



PORTFOLIO



## About Me

Hello! I'm Sonalika, a dedicated marketing professional driven by a strong desire to help businesses connect with their audience and achieve remarkable results.

Currently, I oversee all aspects of marketing, from strategic planning to execution and analysis. My passion lies in crafting compelling and impactful campaigns. I am now seeking a job change to pursue career growth and would be thrilled to contribute my skills and expertise to help you achieve your marketing objectives.





## Skills

Performance Marketing (Paid Ads)

Email Marketing

Social Media Management

Keyword Research + blog Writing

Web Development

Marketing Strategy

Marketing Communication



## Tools

Zoho CRM

WordPress (Elementor)

Email Marketing – Mailchimp, Zoho Campaigns

Design– Canva, Figma

SMM tools – Hootsuite, Buffer

Automation – Zapier

Google Analytics

Google Ads

Google Tag Manager

Project Management – Asana, Monday, Nifty





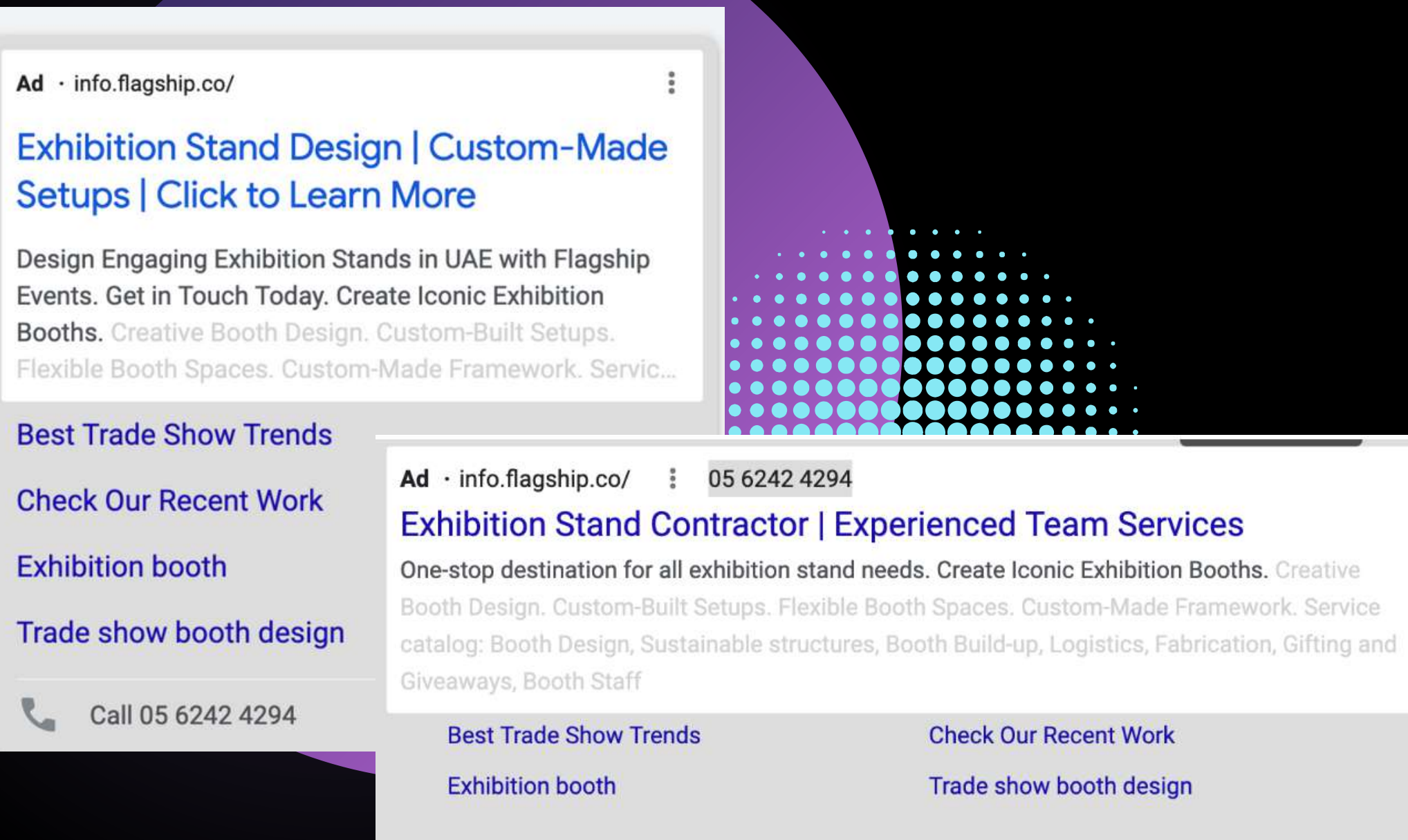
# Google Search Ads

## Overview :

Setting up and executing google search ads targeting Bottom of the funnel (BOF) keywords for a B2B exhibition-related services.

## Responsibility :

Keyword Research, Account Setup, Campaign setup, Conversion setup, Ad Copy, Campaign Management & Optimization.



The image shows a screenshot of a mobile device displaying Google Search Ads for Flagship Events. The top ad is titled "Exhibition Stand Design | Custom-Made Setups | Click to Learn More" and features a description: "Design Engaging Exhibition Stands in UAE with Flagship Events. Get in Touch Today. Create Iconic Exhibition Booths. Creative Booth Design. Custom-Built Setups. Flexible Booth Spaces. Custom-Made Framework. Servic...". Below this ad is a list of keywords: "Best Trade Show Trends", "Check Our Recent Work", "Exhibition booth", and "Trade show booth design". A call to action at the bottom left says "Call 05 6242 4294". The second ad is titled "Exhibition Stand Contractor | Experienced Team Services" and features a description: "One-stop destination for all exhibition stand needs. Create Iconic Exhibition Booths. Creative Booth Design. Custom-Built Setups. Flexible Booth Spaces. Custom-Made Framework. Service catalog: Booth Design, Sustainable structures, Booth Build-up, Logistics, Fabrication, Gifting and Giveaways, Booth Staff". Below this ad is a list of keywords: "Best Trade Show Trends", "Check Our Recent Work", "Exhibition booth", and "Trade show booth design".

Ad · info.flagship.co/

**Exhibition Stand Design | Custom-Made Setups | Click to Learn More**

Design Engaging Exhibition Stands in UAE with Flagship Events. Get in Touch Today. Create Iconic Exhibition Booths. Creative Booth Design. Custom-Built Setups. Flexible Booth Spaces. Custom-Made Framework. Servic...

Best Trade Show Trends

Check Our Recent Work

Exhibition booth

Trade show booth design

Call 05 6242 4294

Ad · info.flagship.co/ 05 6242 4294

**Exhibition Stand Contractor | Experienced Team Services**

One-stop destination for all exhibition stand needs. Create Iconic Exhibition Booths. Creative Booth Design. Custom-Built Setups. Flexible Booth Spaces. Custom-Made Framework. Service catalog: Booth Design, Sustainable structures, Booth Build-up, Logistics, Fabrication, Gifting and Giveaways, Booth Staff

Best Trade Show Trends

Check Our Recent Work

Exhibition booth

Trade show booth design

## KPI/ Metrics :

(2 months result)

CTR – 7.40%

Conversion Rate – 12.16%

Result – Received 80 + quality leads  
for this B2B keyword.

Add filter										
<div> <div></div> <div>Search</div> <div>Segment</div> <div>Columns</div> <div>Reports</div> <div>Download</div> </div>										
Ad group	Status	Target CPA	Conversion	Cost / conv.	Ad group type	Clicks	Impr.	CTR		
Location	Eligible	—	35.00	AED145.12	Standard	299	4,121	7.26%		
exhibition stand contractors	Eligible	—	19.00	AED123.17	Standard	119	1,665	7.15%		
exhibition booth contractors	Eligible	—	12.00	AED161.37	Standard	117	1,529	7.65%		
event booth contractors	Eligible	—	3.00	AED191.82	Standard	29	375	7.73%		
expo stand contractors	Eligible	—	1.00	AED395.12	Standard	22	229	9.61%		
trade show booth contractors	Eligible	—	3.00	AED113.01	Standard	20	183	10.93%		
expo booth contractors	Eligible	—	3.00	AED76.18	Standard	11	155	7.10%		
trade show stand contractors	Eligible	—	0.00	AED0.00	Standard	6	170	3.53%		
Near me	Eligible	—	0.00	AED0.00	Standard	2	22	9.09%		
Total: All enabled a... ?			76.00	AED146.44		625	8,449	7.40%		
Total: Campaign ?			76.00	AED146.44		625	8,449	7.40%		





# Google Performance Max Ads

06

## Overview :

Setting up and executing google performance max ads for B2C landscaping business.

## Responsibility :

Campaign setup, Conversions setup, Creating Ad Creatives, Campaign Management & Optimization.

## Links for video Ads:

[https://drive.google.com/file/d/1As9gxqiqrRitHrMp\\_B\\_rOkZXtWwUUHkK/view?usp=drive\\_link](https://drive.google.com/file/d/1As9gxqiqrRitHrMp_B_rOkZXtWwUUHkK/view?usp=drive_link)

[https://drive.google.com/file/d/1LVd1GzfnLfomqMgBSIkCZPJ6WdGYyQBD/view?usp=drive\\_link](https://drive.google.com/file/d/1LVd1GzfnLfomqMgBSIkCZPJ6WdGYyQBD/view?usp=drive_link)

The collage displays several ad creatives for Aqualivin, a landscaping business. The ads include images of lush gardens, swimming pools, and eco-pools. Text overlays on the ads promote 'Eco-ponds and Pools for Homes', 'First-of-its-kind in UAE', 'Stunning Beach Pools for your Villa', and 'Nature Inspired Spaces'. A central ad snippet shows a URL: 'Ad · aqualivin.com/landscaping/poolsandponds' and a headline: 'First-of-its-kind in UAE | Request a Free Quote | Free-form swimming pools'. Other ads feature 'Learn more' and 'Request a Free Quote' buttons. A video ad at the bottom right shows a title card: 'Unique Eco-ponds, Now in UAE' and a video description: 'Unique Ponds&Pools for villas'.





### Free Event Setup Checklist

Flagship Events offers an all-inclusive event planning checklist just for you! From establishing event goals to post-event engagement, the checklist provides A-Z tasks

Creative name: Checklist Display Ad 1\_v2

Campaign: Display\_Govt\_Wishlist\_LeadForm\_Checklist

Creative ID: 192295333 · Sponsored Content · Single Image



### Plan Your Event Hassle-Free

Flagship Events presents a thorough & handy event planning checklist for your convenience. With a detailed list of event planning tasks and activities, our checklist

Creative name: Checklist Display Ad 2\_V2

Campaign: Display\_Govt\_Wishlist\_LeadForm\_Checklist

Creative ID: 192295623 · Sponsored Content · Single Image



## Linkedin Outreach

### Overview :

Setting up & executing LinkedIn Display Ads and InMail campaigns. Automating lead generation & workflow.

### Responsibility :

Campaign setup, Ad copy, landing page copy, design & development, target audience, Campaign management & optimization, and workflow automation using Zapier.



## Linkedin InMail :

Tried different headlines & InMail copies to test out the ads.

Result – Ran this highly targetted campaign for a month, received 40+ high quality leads from target companies,

Step 1  
Select Campaign Group

Step 2  
Set up Campaign


- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 3  
Set up Ads

- Message Ad

Step 4

MESSAGE ADS




**InMail\_EventBrief-Arabic**

جرب النموذج الإلكتروني لإنتاج مواصفات  
فعلياتك خلال ٣ دقائق  
%FIRSTNAME%،&nbsp;لحياتي  
قد تكون الفعاليات في الظاهر م  
متعة لكن العمل على تنظيمها هو بالتأكيد م  
...خصوصاً بما يتعلق&nbsp;رهم

Access Now

Linked Lead Gen Form: Linkedin  
Govt Inmail-v3

Active



**Headline 3**

**Craft The Most Effective  
Brief For Your Next Event**  
Hi %FIRSTNAME%,&nbsp;Ev  
ents are fun but organizing t  
hem can be super stressful.&  
&nbsp;And capturing all your  
event requirements...

Access Now

Linked Lead Gen Form: Linkedin  
Govt Inmail-v3

Active



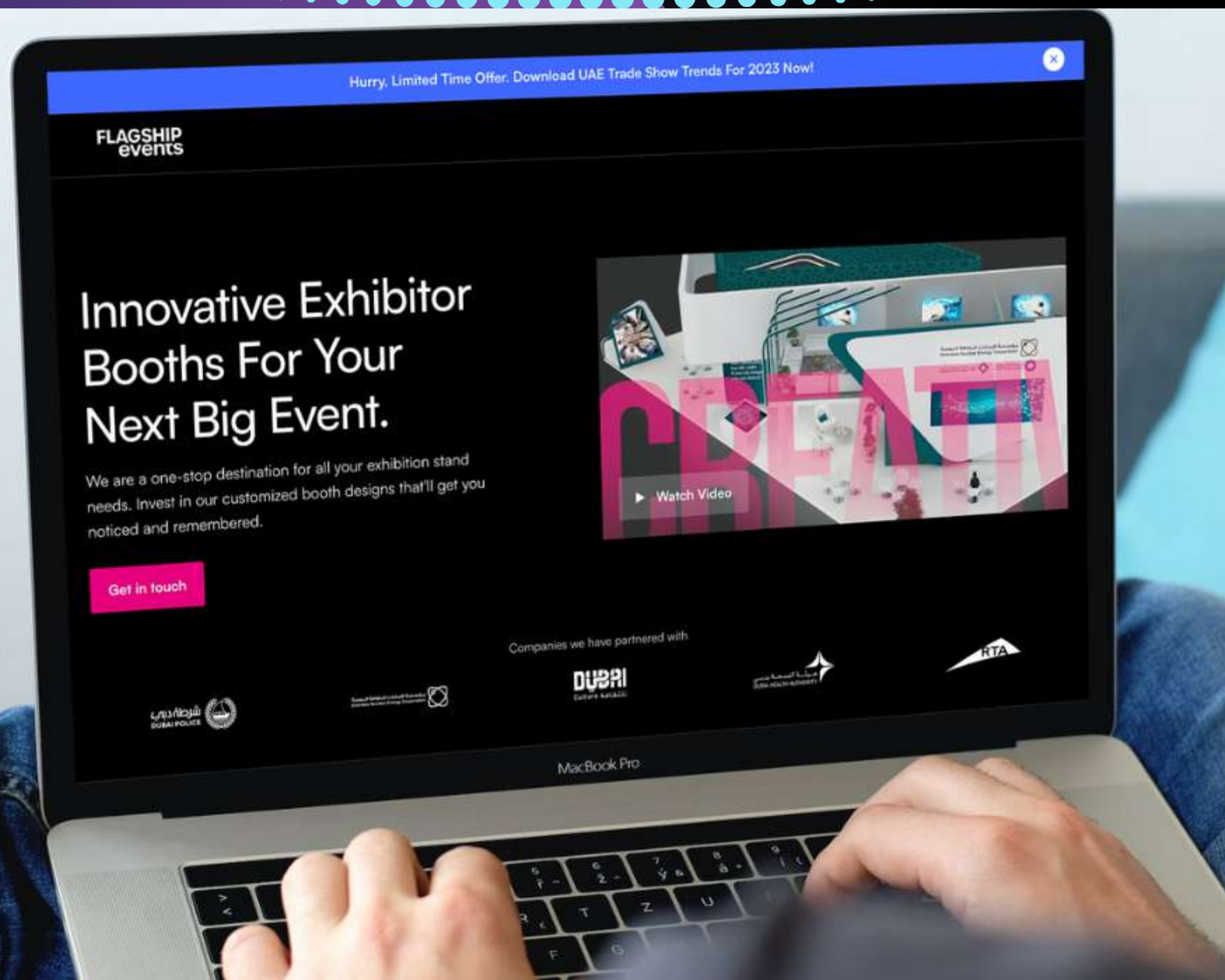
# Landing Pages

## Overview :

Creating landing pages for paid ads and making sure messaging is clear and inviting. Different LPs were crafted to target different offerings & services.

## Responsibility :

Copywriting, designing, and developing different landing pages for paid ads.





## Links :

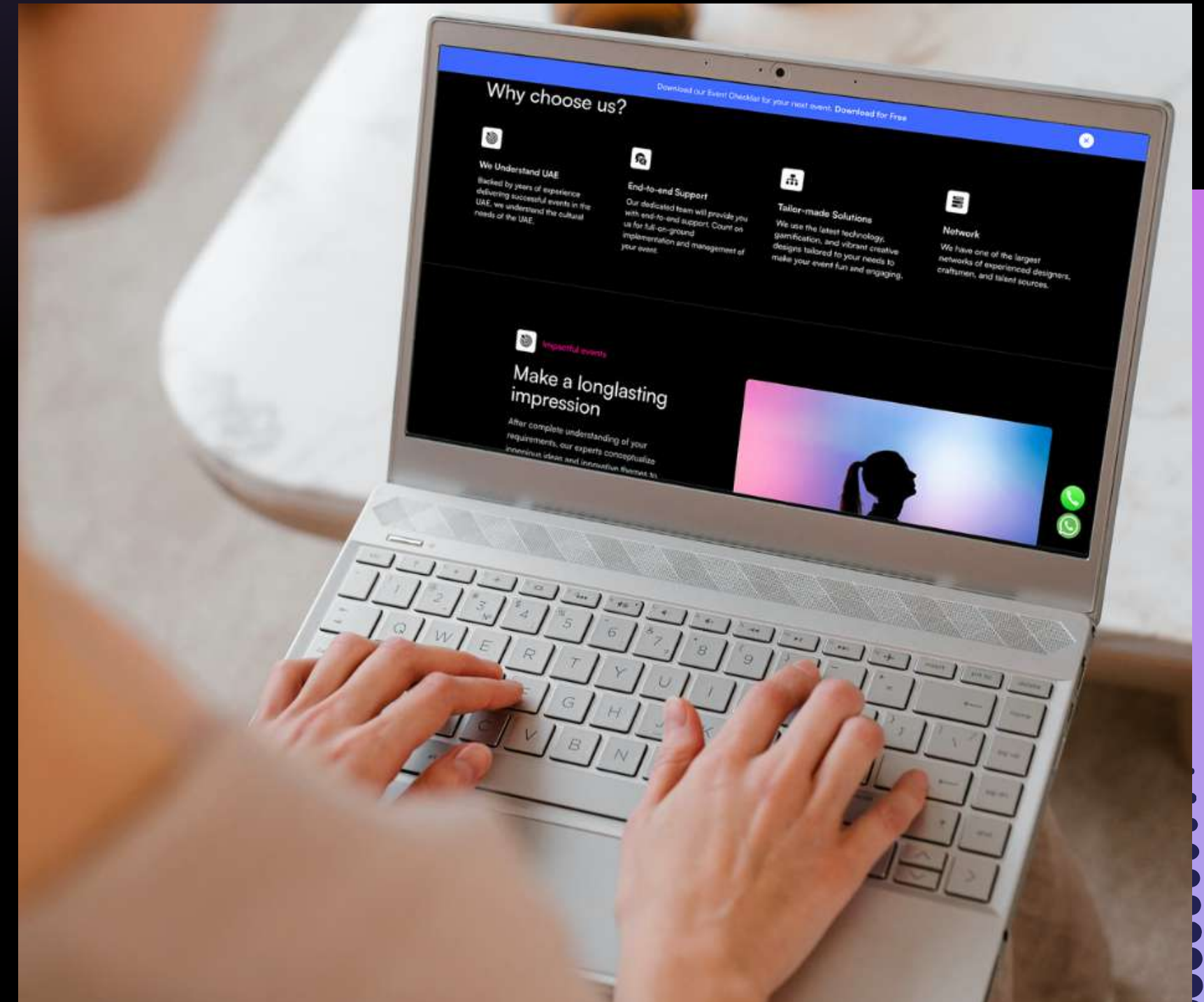
<https://info.flagship.co/>

<https://info.flagship.co/exhibition-stands>

<https://aqualivin.com/landscaping/>

## Key Highlights:

- Added Lead magnets for the Top/ Middle of the sales funnel visitors on each page.
- Designed the LPs keeping the company's brand guidelines in mind.







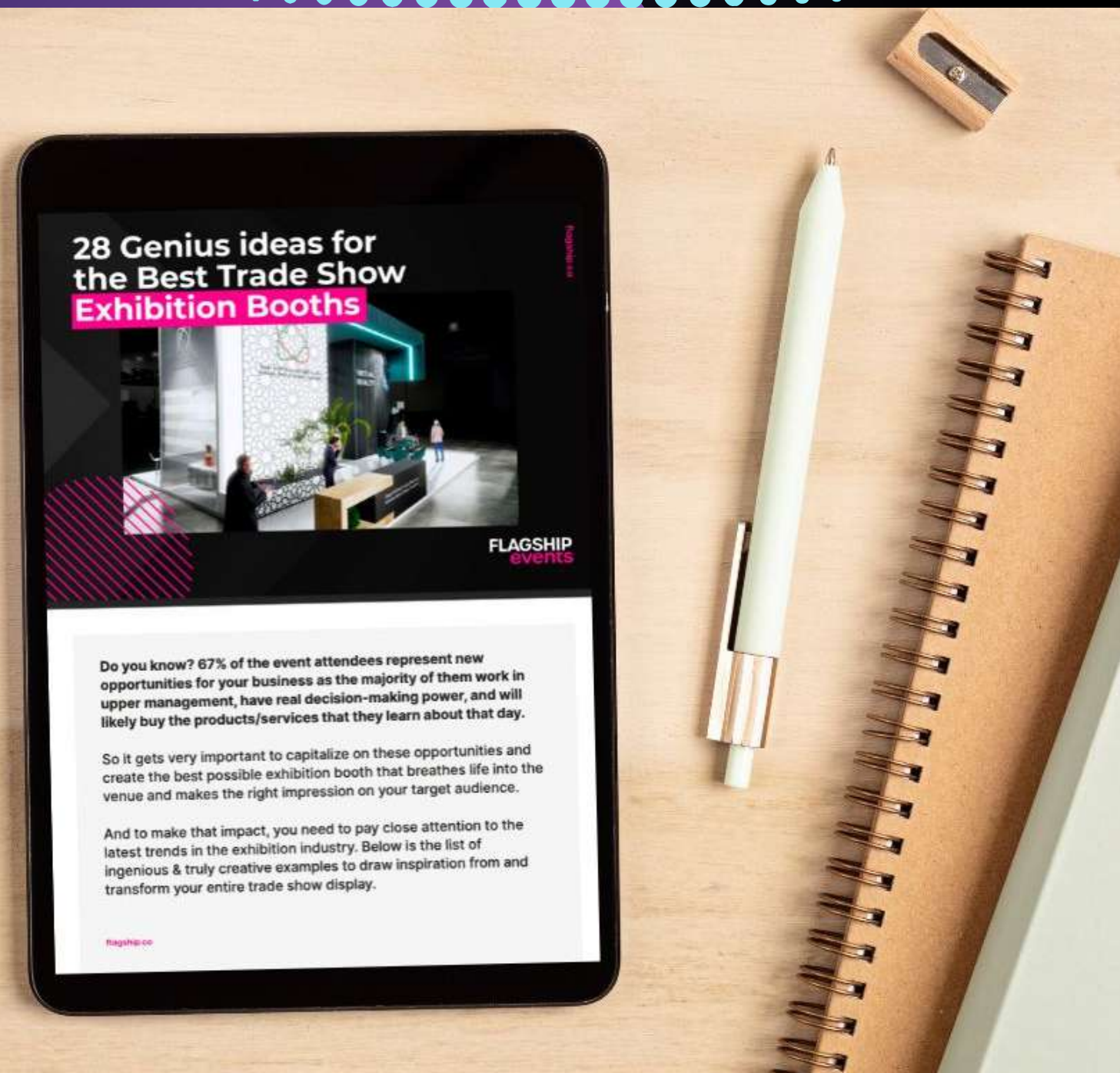
# Lead Magnets

## Overview :

Creating Lead Magnets for Top of the Funnel visitors. Made sure valuable information is provided which would urge visitors to share their info in exchange for downloading them.

## Responsibility :

Ideating, curating, copywriting, designing, and development.





## Links :

Few samples of the lead magnets can be seen using the links below-

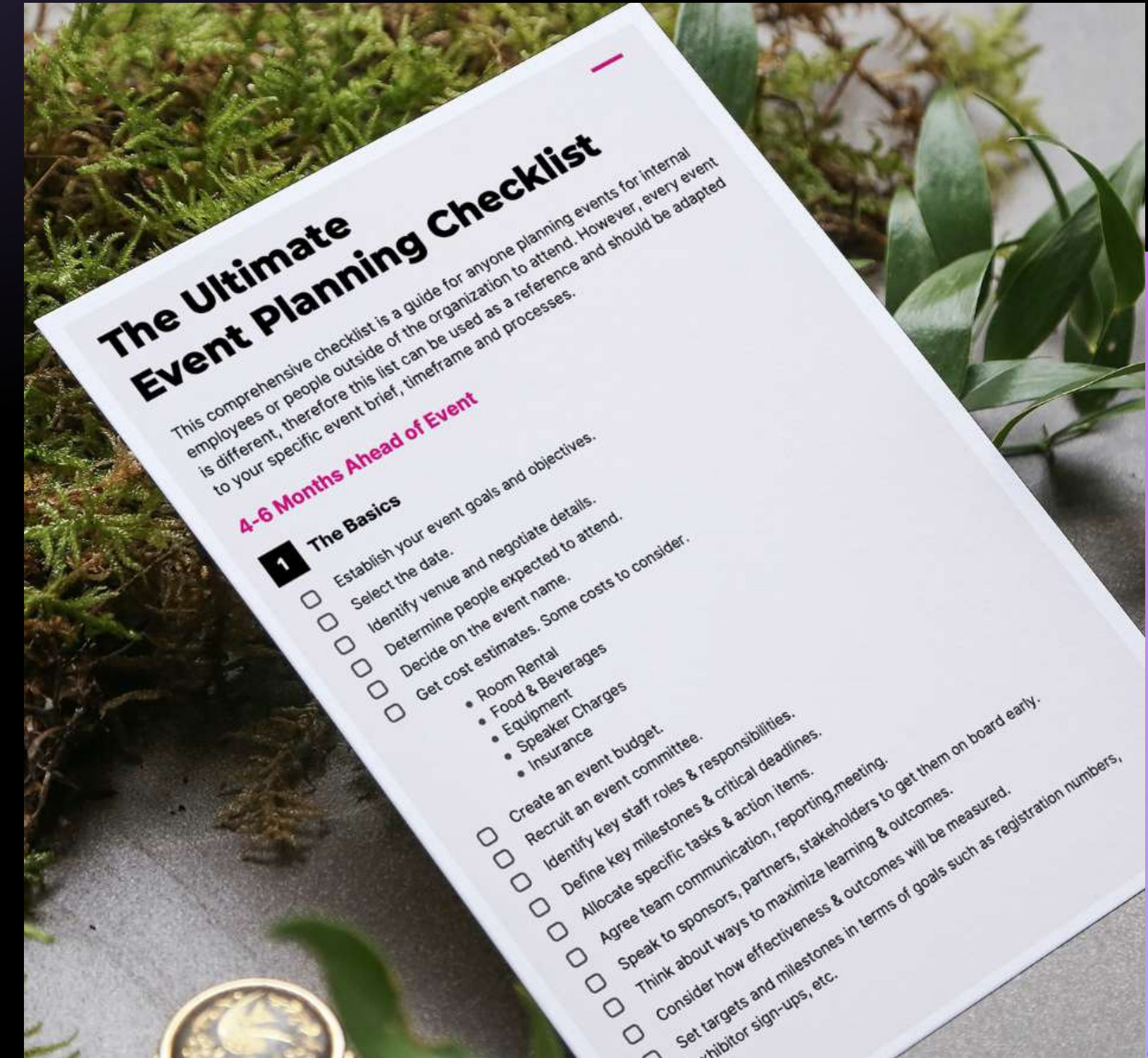
[https://drive.google.com/drive/folders/1nnoxh2tS26-65jxhDHtADVMx79km\\_ine?usp=share\\_link](https://drive.google.com/drive/folders/1nnoxh2tS26-65jxhDHtADVMx79km_ine?usp=share_link)

Event Brief Generator link (another lead magnet used)-

<https://zfrmz.com/BIEZ5UQRITLBD0mBFQfd>

## Key Highlights:

These lead magnets have been successful in attracting & collecting data from potential customers to further help in marketing efforts.







# Automated workflows for Email Marketing

## Overview :

Creating automated workflows for email campaigns that are triggered based on specific events or conditions.

## Responsibility :

Setting up automated emails like welcome emails, lead nurturing emails, new product offerings, etc.





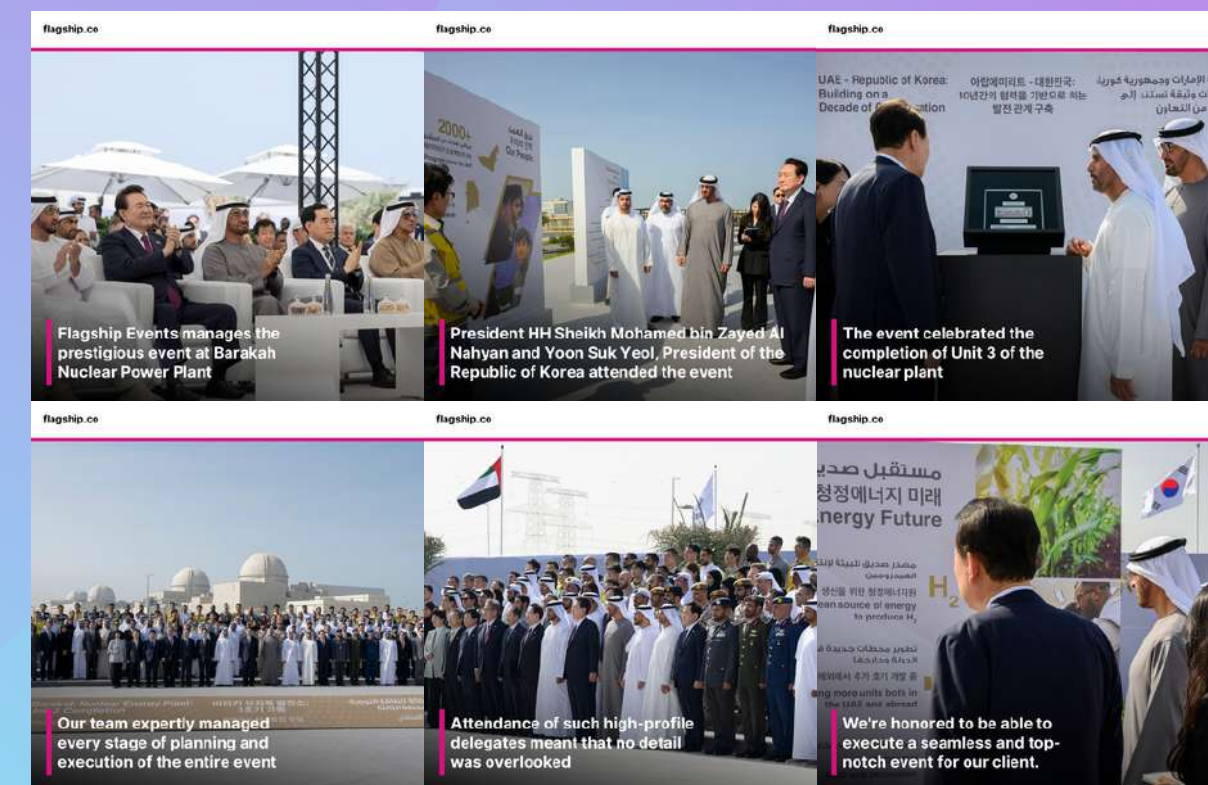
# Social Media Posts

## Overview:

Designing, Creating, and publishing posts with informational content, industry news, client success stories on social media platforms like Instagram and LinkedIn.

## Responsibilities:

Planning, conceptualizing, copywriting and template designing.



## Sample Carousel Posts





# Website Management

## Overview :

Creating, publishing, and maintaining the content of a website using a CMS platform like WordPress.

## Responsibility :

Performing SEO, keyword research, and adding new case studies, blog posts, and lead magnets regularly on company's website.







# Social Media Ads

## Overview :

Running Facebook & Insta ads for a Local Landscaping Company for brand awareness and lead generation.

## Responsibility :

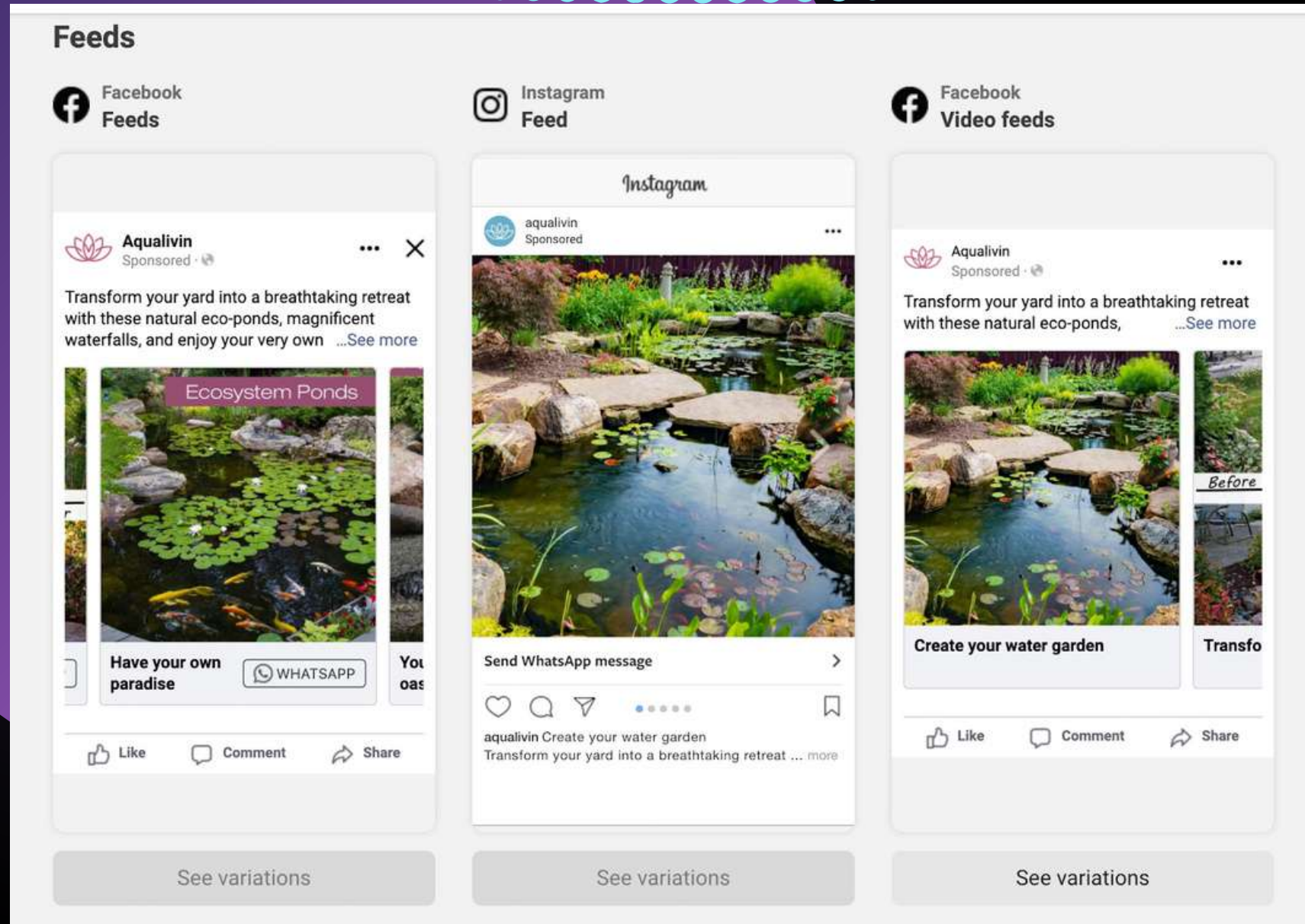
Defining target audience, designing creatives, ad copy, setting up campaign, executing and optimizing ads..

## KPI/ Metrics :

(3 months result)

CTR – 5.2%

Conversion rate – 7%





## Videos

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### Overview:

Creating new service offerings and writing scripts for short videos with minimal production costs.

### Responsibilities:

Planning, conceptualizing, copywriting and video creation.



### Video Link

[https://drive.google.com/file/d/1L\\_DgdygD\\_tnZvNZYLdszR\\_q3ixZkFOcm/view?usp=drive\\_link](https://drive.google.com/file/d/1L_DgdygD_tnZvNZYLdszR_q3ixZkFOcm/view?usp=drive_link)

# Market Research

## Overview:

Performed various tasks such as competitor analysis, creating user personas, product messaging, creating launch plan as part of Product marketing for RadicalX platform.

## Links:

The whole process of research, planning, brainstorming, mood-boarding can be seen using the below link-

[https://miro.com/app/board/uXjVPb5unJw=](https://miro.com/app/board/uXjVPb5unJw=/)







Thank You



sonalikasharma.com