
[My Work](#)

[Work Experience](#)

[Education](#)

[About Me](#)

[Cover](#)

PORTFOLIO





ABOUT ME

Hello, my name is Vinay Saini. I am a Paid Advertising Specialist with 4 years of experience in digital marketing, focusing on Facebook Ads and customer acquisition. I've managed ad spends of up to \$40k/month and specialize in crafting data-driven campaigns that deliver results.



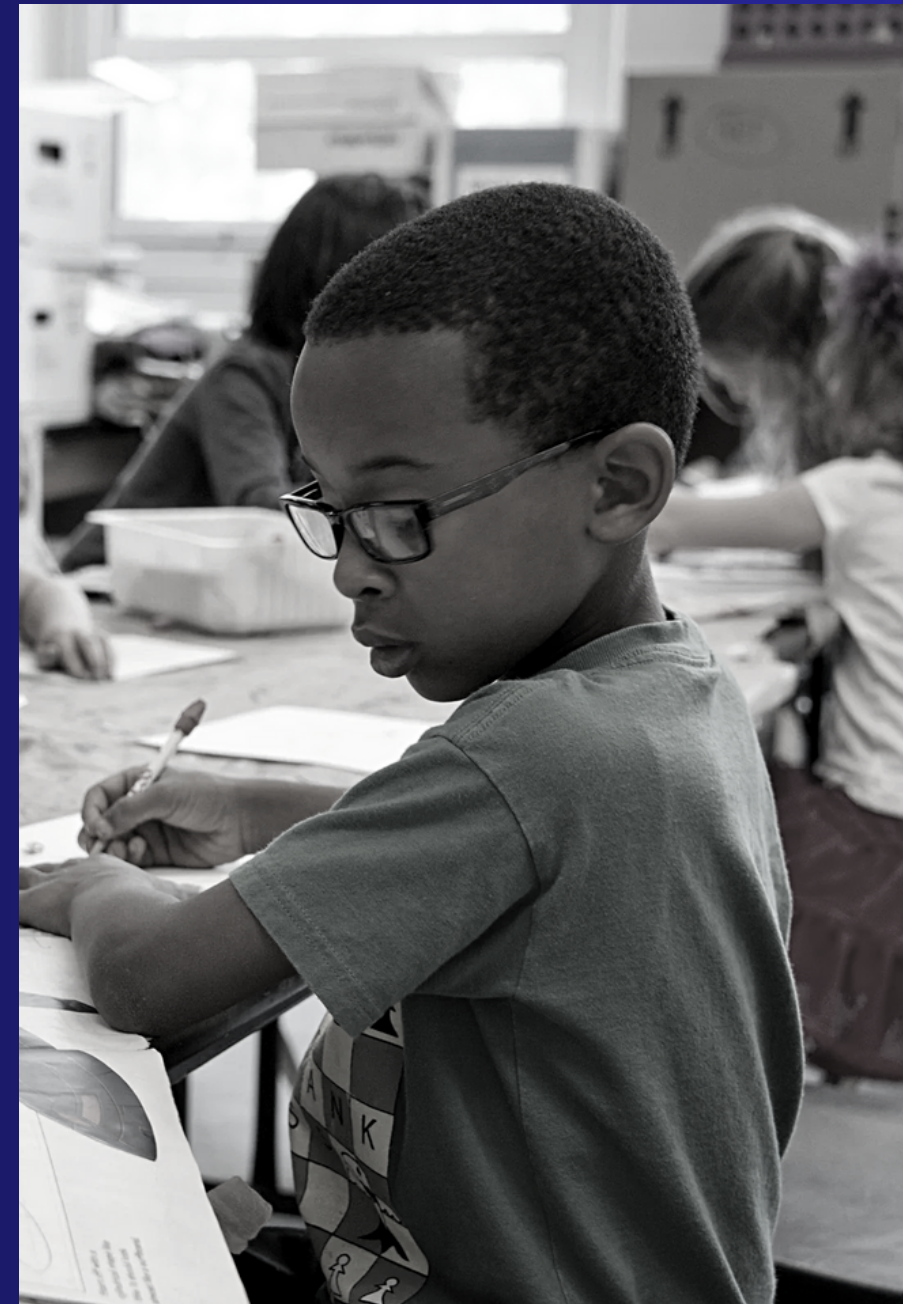
EDUCATION

High School | S.D Modern Public School

May 2024 – Present

**Computer Systems Technician |
Loyalist College, North York**

May 2024 – Present



[My Work](#)

[Work Experience](#)

[Education](#)

[About Me](#)

[Cover](#)



WORK EXPERIENCE

**Paid Media Expert, Ecomcdigital
(Freelancer Internationally)**

2021 to Present

Aral Digital Pvt. Ltd, Hisar, Haryana, India

June 2023 – July 2023



[My Work](#)

[Work Experience](#)

[Education](#)

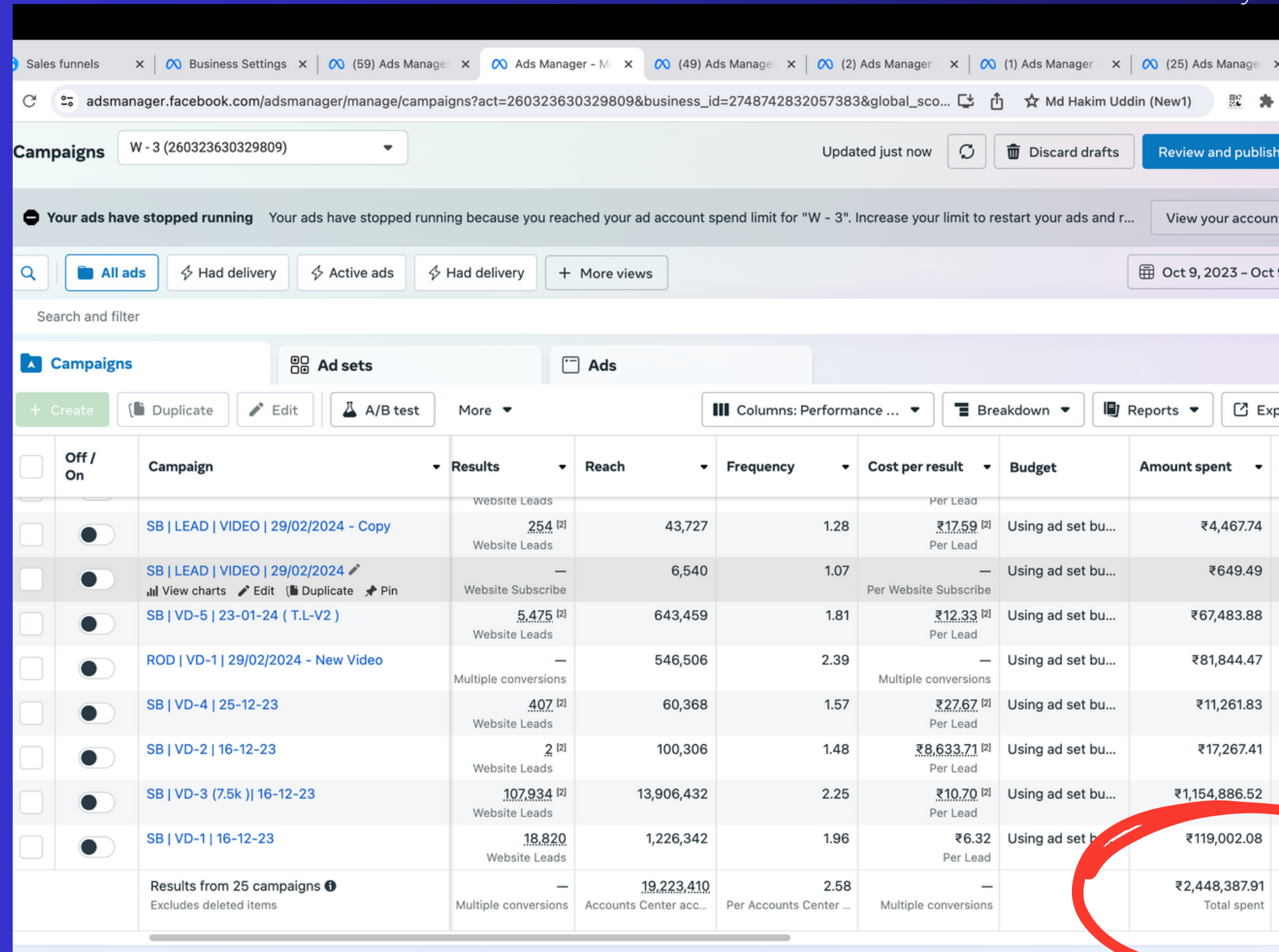
[About Me](#)

[Cover](#)

MY WORK

This is the result of my work as I explore the world of digital marketing and paid advertising.





The screenshot displays the Facebook Ads Manager interface. At the top, there's a navigation bar with tabs for Sales funnels, Business Settings, and multiple instances of Ads Manager. Below this, a message states: "Your ads have stopped running. Your ads have stopped running because you reached your ad account spend limit for 'W - 3'. Increase your limit to restart your ads and r...". The main section shows a list of campaigns under the 'Campaigns' tab. The table columns include: Off/On, Campaign, Results, Reach, Frequency, Cost per result, Budget, and Amount spent. The 'Amount spent' column for the selected campaign is circled in red, showing ₹2,448,387.91.

Off / On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent
☐	SB LEAD VIDEO 29/02/2024 - Copy	Website Leads 254 [2]	43,727	1.28	₹17.59 [2] Per Lead	Using ad set bu...	₹4,467.74
☐	SB LEAD VIDEO 29/02/2024	Website Subscribe —	6,540	1.07	— Per Website Subscribe	Using ad set bu...	₹649.49
☐	SB VD-5 23-01-24 (T.L-V2)	Website Leads 5,475 [2]	643,459	1.81	₹12.33 [2] Per Lead	Using ad set bu...	₹67,483.88
☐	ROD VD-1 29/02/2024 - New Video	Multiple conversions —	546,506	2.39	— Multiple conversions	Using ad set bu...	₹81,844.47
☐	SB VD-4 25-12-23	Website Leads 407 [2]	60,368	1.57	₹27.67 [2] Per Lead	Using ad set bu...	₹11,261.83
☐	SB VD-2 16-12-23	Website Leads 2 [2]	100,306	1.48	₹8,633.71 [2] Per Lead	Using ad set bu...	₹17,267.41
☐	SB VD-3 (7.5k) 16-12-23	Website Leads 107,934 [2]	13,906,432	2.25	₹10.70 [2] Per Lead	Using ad set bu...	₹1,154,886.52
☐	SB VD-1 16-12-23	Website Leads 18,820	1,226,342	1.96	₹6.32 Per Lead	Using ad set bu...	₹119,002.08
Results from 25 campaigns ⓘ Excludes deleted items		Multiple conversions —	19,223,410 Accounts Center acc...	2.58 Per Accounts Center ...	— Multiple conversions		₹2,448,387.91 Total spent

This campaign showcases my expertise in optimizing lead generation through paid advertising. By strategically targeting the right audience and employing A/B testing, I was able to increase conversion rates while managing a monthly ad spend of up to \$40k. The result was a significant boost in high-quality leads for the client, demonstrating my ability to create impactful, data-driven campaigns that deliver measurable results.

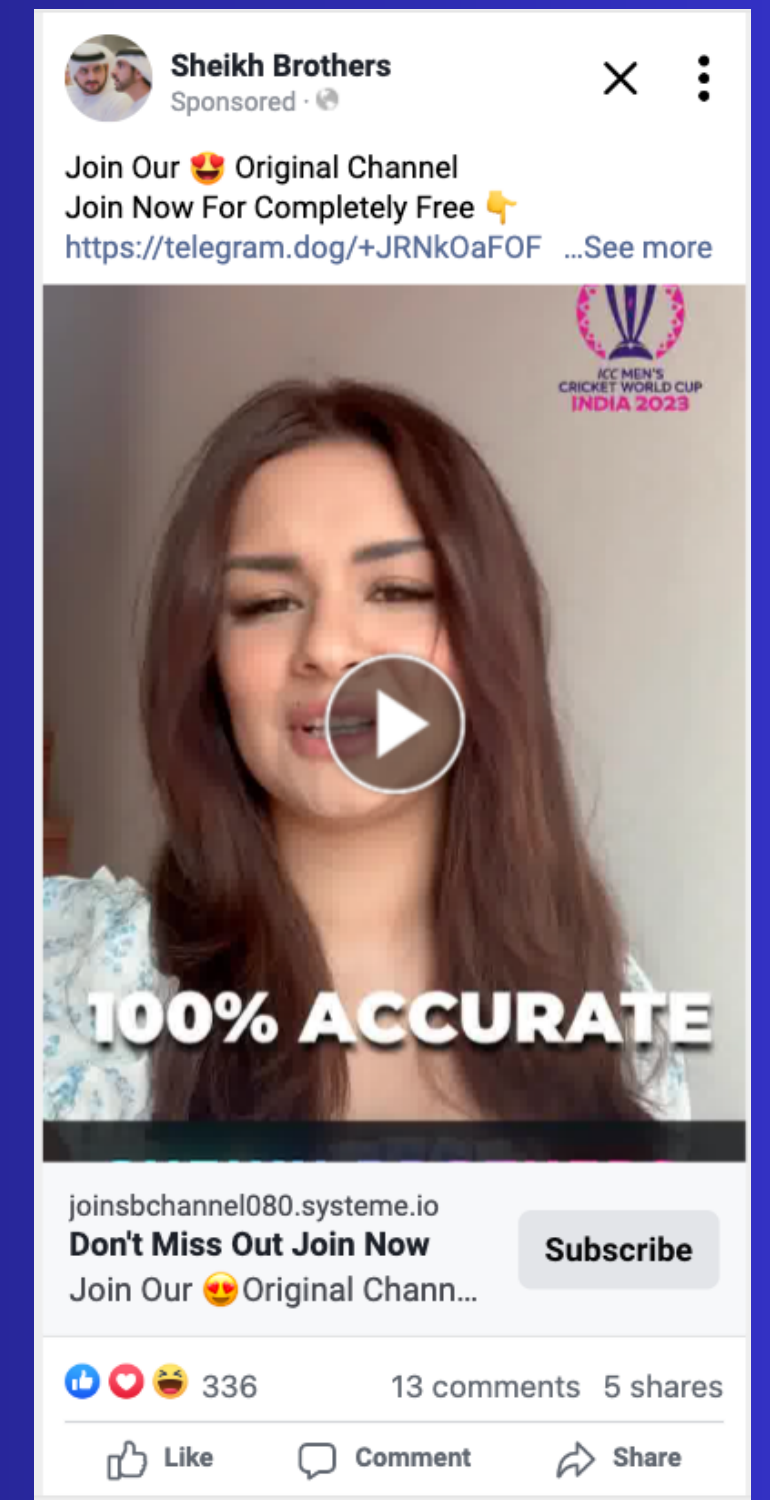
Best Hit Ads Campaign

46,000-47,000 CAD



A/B Testing
Best Ads

Which I scaled
with
Horizontela
and Vertical
Scaling



Campaigns S - 4 (902258701419936) Updated just now Review and publish

your ads will stop running soon You've almost reached your ad account spend limit for "S - 4". To keep your ads running, increase or remove your limit. View your account

All ads Active ads Had delivery Had delivery + More views Jan 1, 2024 - Oct 9, 2024

Search and filter

Campaigns Ad sets Ads

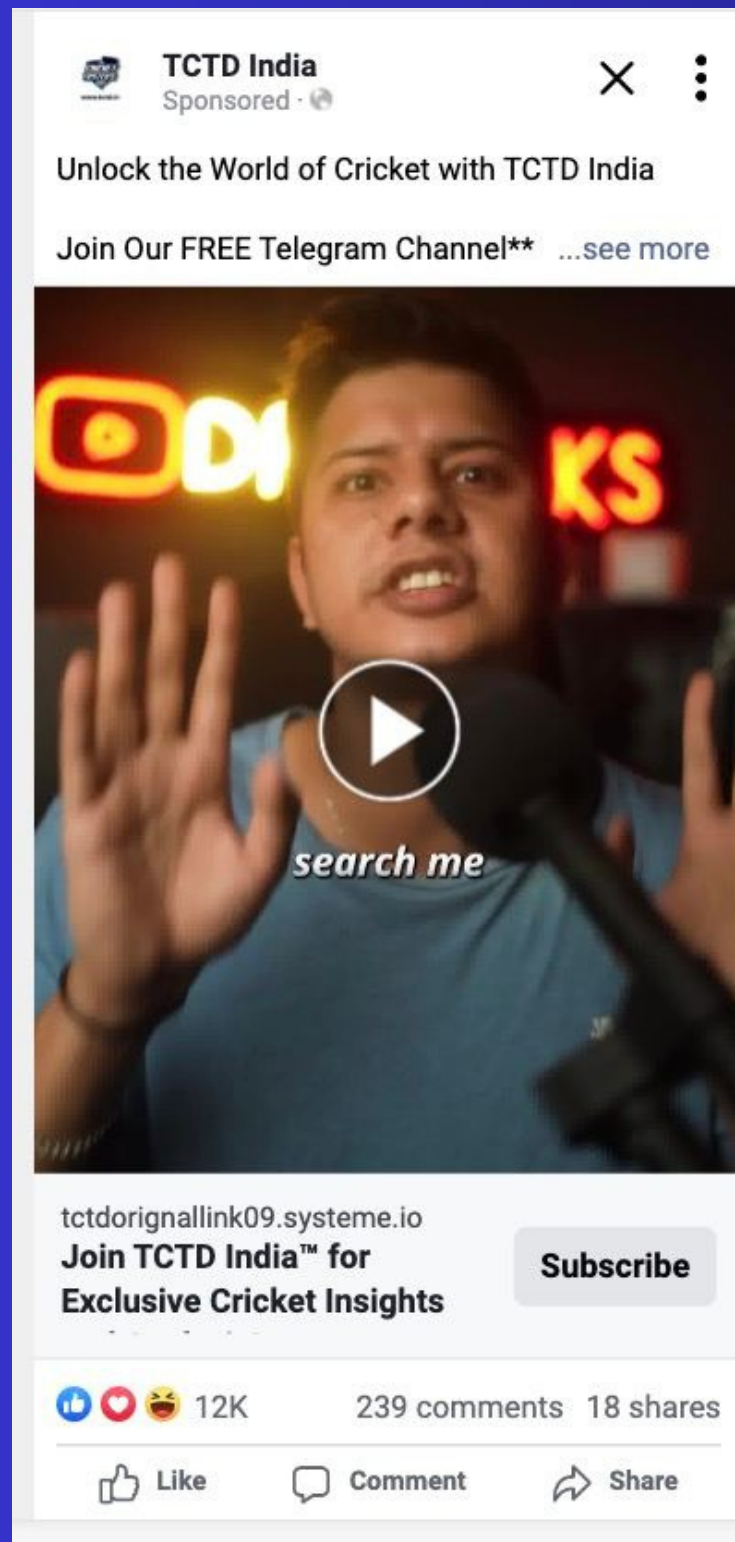
Create Duplicate Edit A/B test More Columns: Performance ... Breakdown Reports Export

Off / On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent
☒	TCTD (25k) Boost Camp 26/08/2024 View charts Edit Duplicate Compare ...	56,476 Website Leads	6,095,971	2.36	₹13.12 Per Lead	Using ad set bu...	₹740,683.90
☐	TCTD (5k) Video - 3 24/09/2024	474 Website Leads	110,385	1.42	₹14.12 Per Lead	Using ad set bu...	₹6,691.54
☐	TCTD (5k) Video - 2 24/09/2024	475 Website Leads	53,957	1.32	₹13.07 Per Lead	Using ad set bu...	₹6,208.32
☐	TCTD (5k) Video - 1 24/09/2024	509 Website Leads	95,343	1.42	₹13.04 Per Lead	Using ad set bu...	₹6,637.68
☐	TCTD Lead New Camp 24 Aug 2024	424 Website Leads	64,567	1.20	₹13.94 Per Lead	Using ad set bu...	₹5,911.48
☐	TCTD (20k) Boost Camp 05/08/024	19,861 Website Leads	1,536,630	2.20	₹11.72 Per Lead	Using ad set bu...	₹232,813.82
☐	TCTD Boost Camp 17-04-2024 - 15k - Co...	2,725 Website Leads	807,543	1.78	₹22.17 Per Lead	₹2,600.00	₹60,406.54
☐	TCTD Boost Camp 20-05-2024 - Video's 2	236 Website Leads	85,926	1.36	₹34.31 Per Lead	Using ad set bu...	₹8,097.27
☐	TCTD Boost Camp 17-04-2024 - 15k	76,751 Website Leads	7,392,764	2.75	₹11.57 Per Lead	Using ad set bu...	₹887,876.07
	Results from 19 campaigns	Multiple conversions	13,946,755 Accounts Center acc...	3.10 Per Accounts Center ...	Multiple conversions		₹2,181,348.01 Total spent

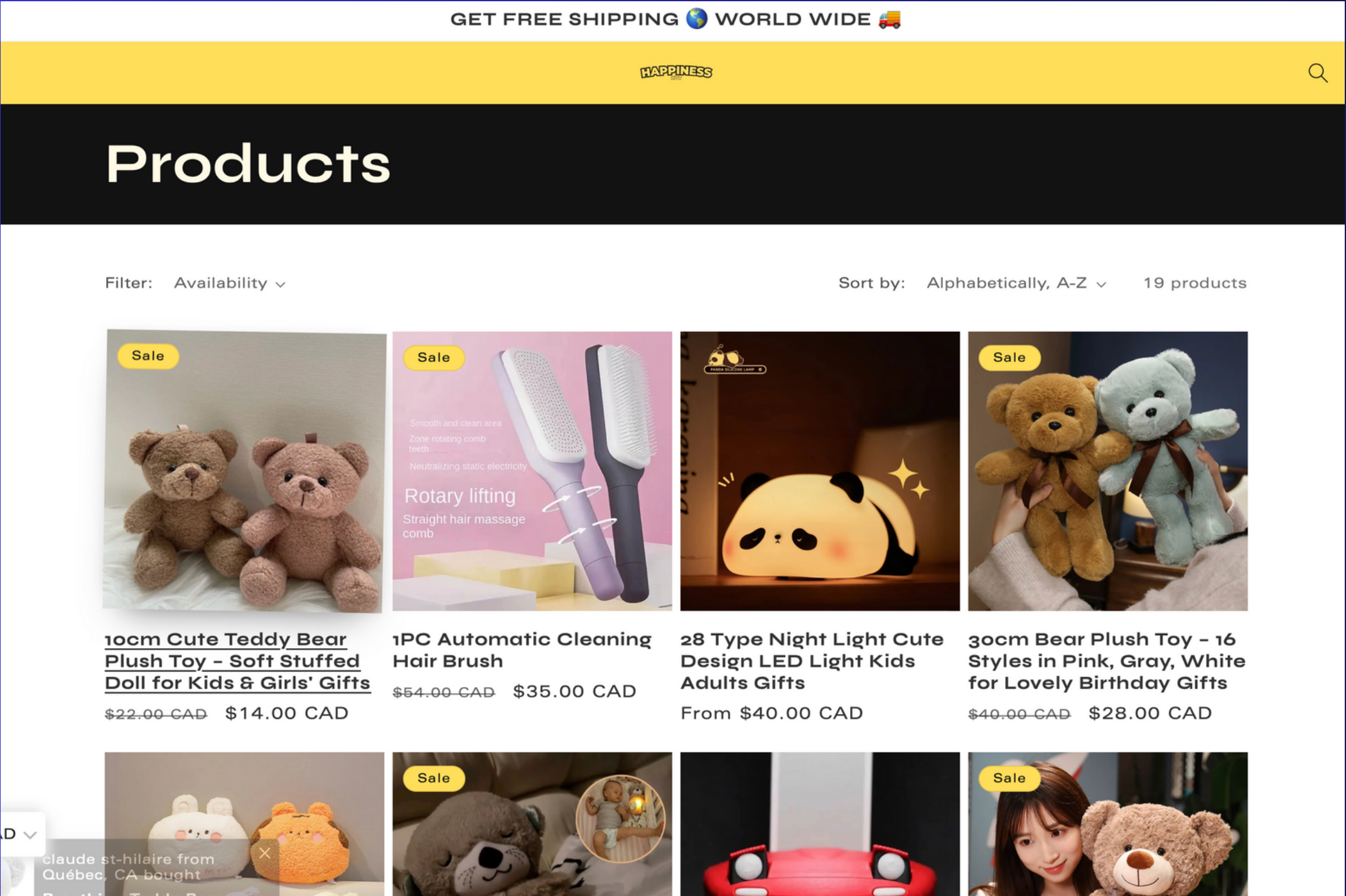
In this campaign, I optimized lead generation in a competitive market, managing a monthly ad spend of up to \$40k. By leveraging A/B testing and collaborating with mid-range influencers, we generated high-quality content that drove significant engagement. The best-performing videos resulted in 2-3x lower cost per lead while maintaining excellent lead quality, showcasing my ability to deliver impactful, data-driven campaigns.

Competitive Market
Lead Generation

41,000-42,000 CAD



I utilized A/B testing to identify high-performing ad creatives, then scaled the successful ads using horizontal scaling to reach new audiences and vertical scaling to increase budgets. This approach enhanced lead generation and improved cost efficiency.



I recently launched my dropshipping store, HappinessHuts.com, to enhance my e-commerce experience. This venture has allowed me to apply my digital marketing skills in a real-world context, managing advertising campaigns and analyzing performance metrics. Through targeted ads and strategic optimizations, I aim to drive traffic and conversions, continually refining my approach based on data insights.

(E-commerce Store)

This store is currently not operational due to a limited advertising budget for starting and scaling products.

(E-commerce Store)

Graphic's

[My Work](#)

[Work Experience](#)

[Education](#)

[About Me](#)

[Cover](#)

The logo for MetaTrader features the word "META" in white and "TRADER" in cyan, overlaid on a wireframe globe with a blue line graph and an upward-pointing arrow.

**META
TRADER**

The logo for Growth Trader shows three blue bars of increasing height next to a black line graph with an upward arrow, all on a white background.

GROWTH TRADER

The logo for Grow Traders depicts a stylized blue figure climbing a bar chart, with the text "GROW TRADERS" and "INVEST TODAY FOR TOMORROW" below.

GROW TRADERS
INVEST TODAY FOR TOMORROW

The logo for The Cricket Tipster's Diary features a blue shield with the text "THE CRICKET TIPSTER'S DIARY" and the website "www.tctd.in" below.

**THE
CRICKET
TIPSTER'S
DIARY**
www.tctd.in

The logo for VS STUFFS features the letters "VS" in red and "STUFFS" in black, separated by a horizontal line, on a white brick background.

VS STUFFS

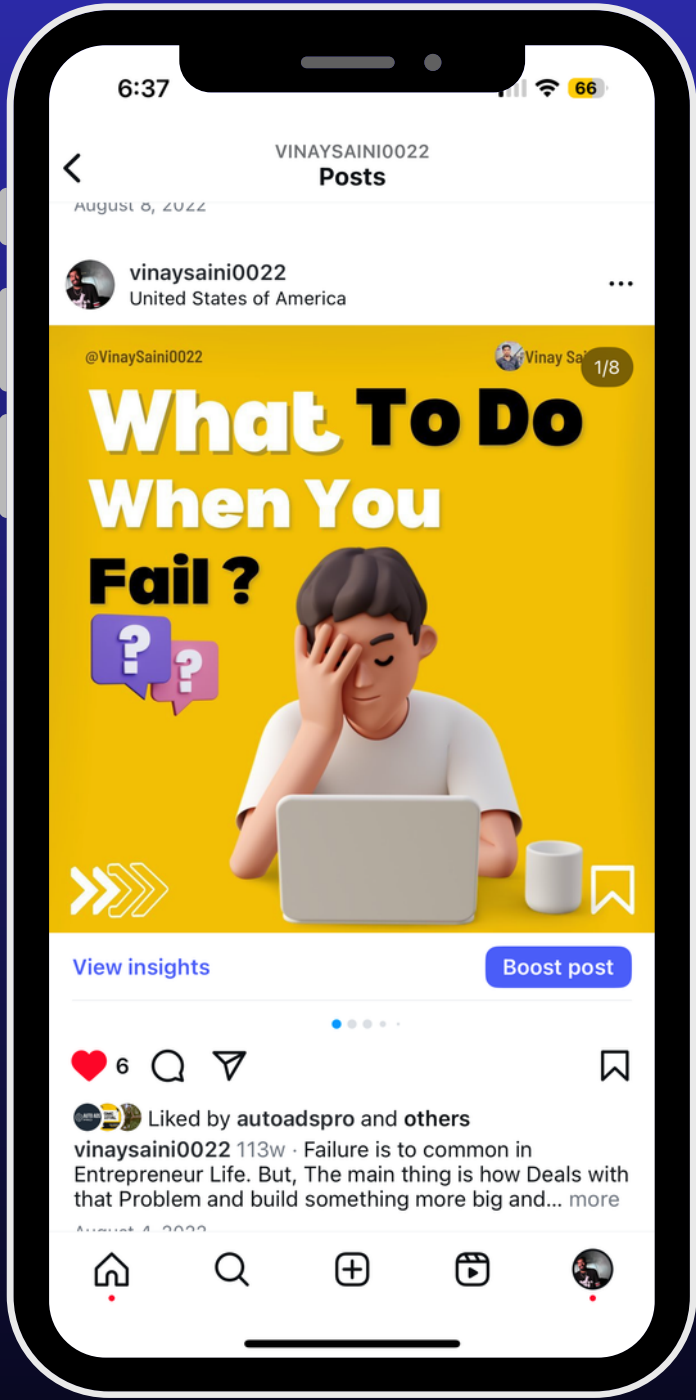
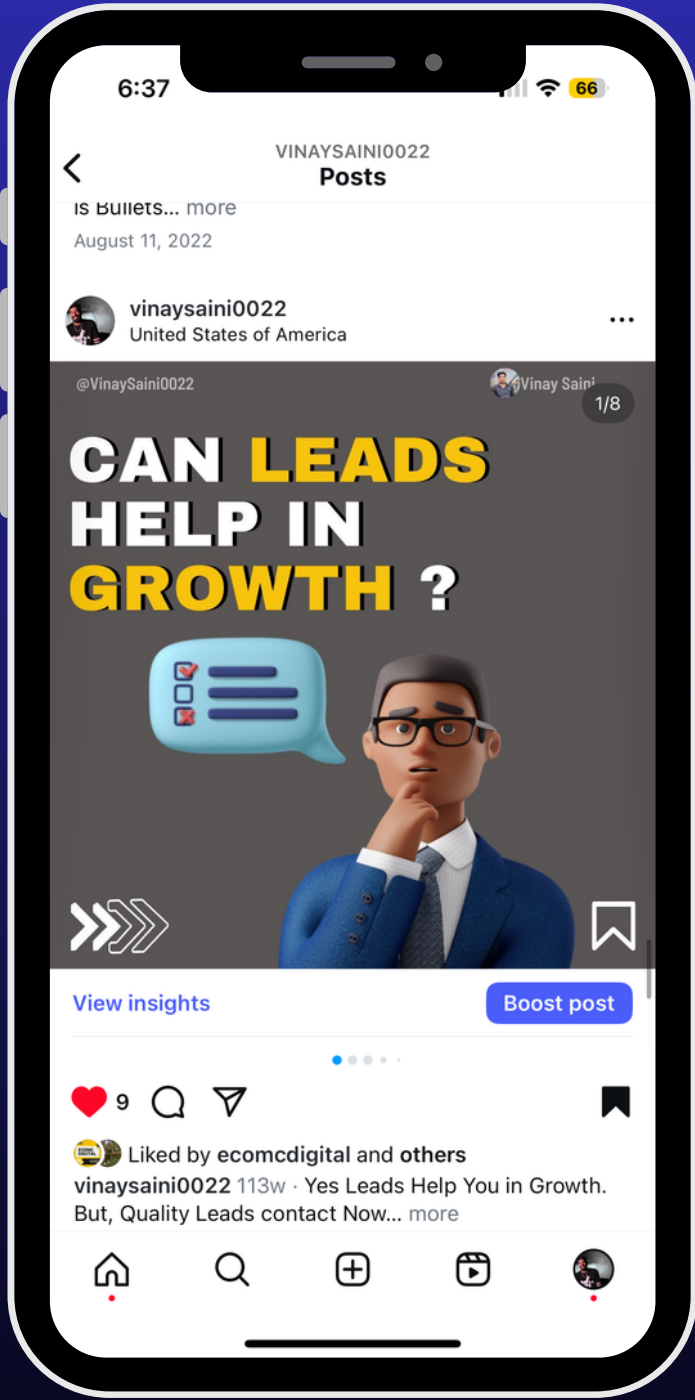
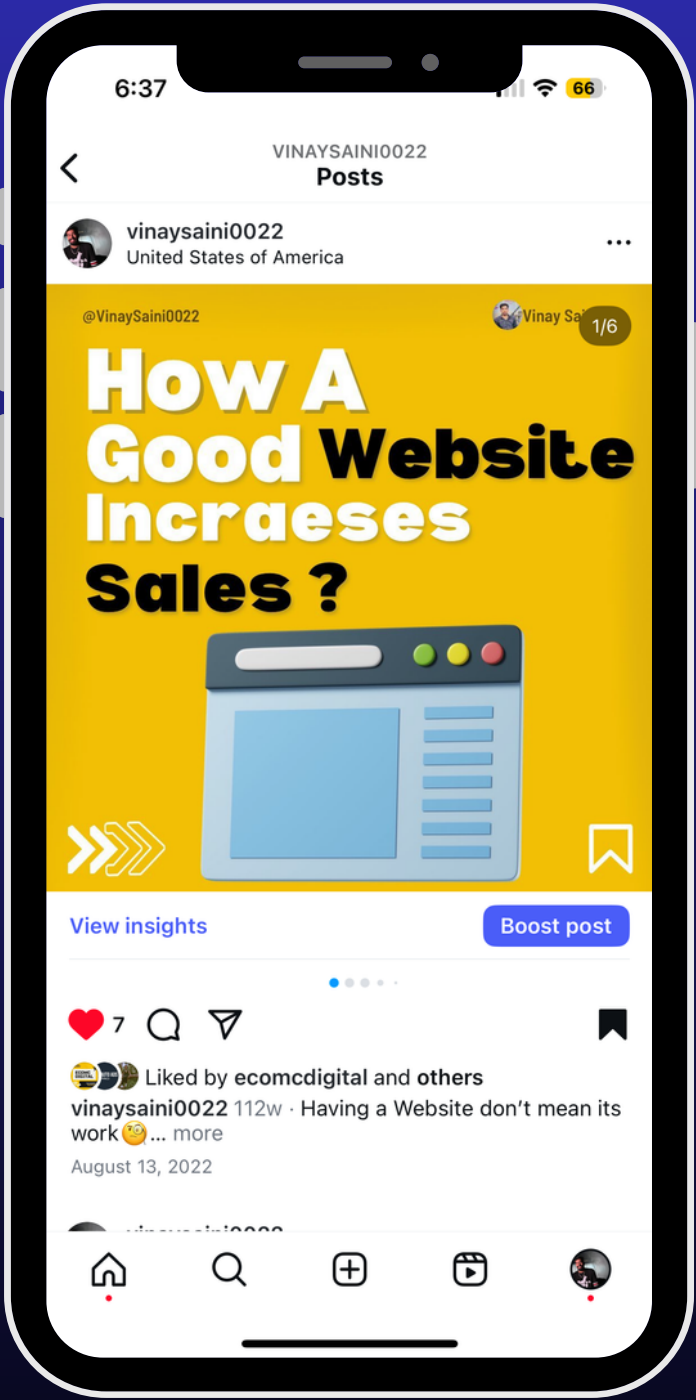
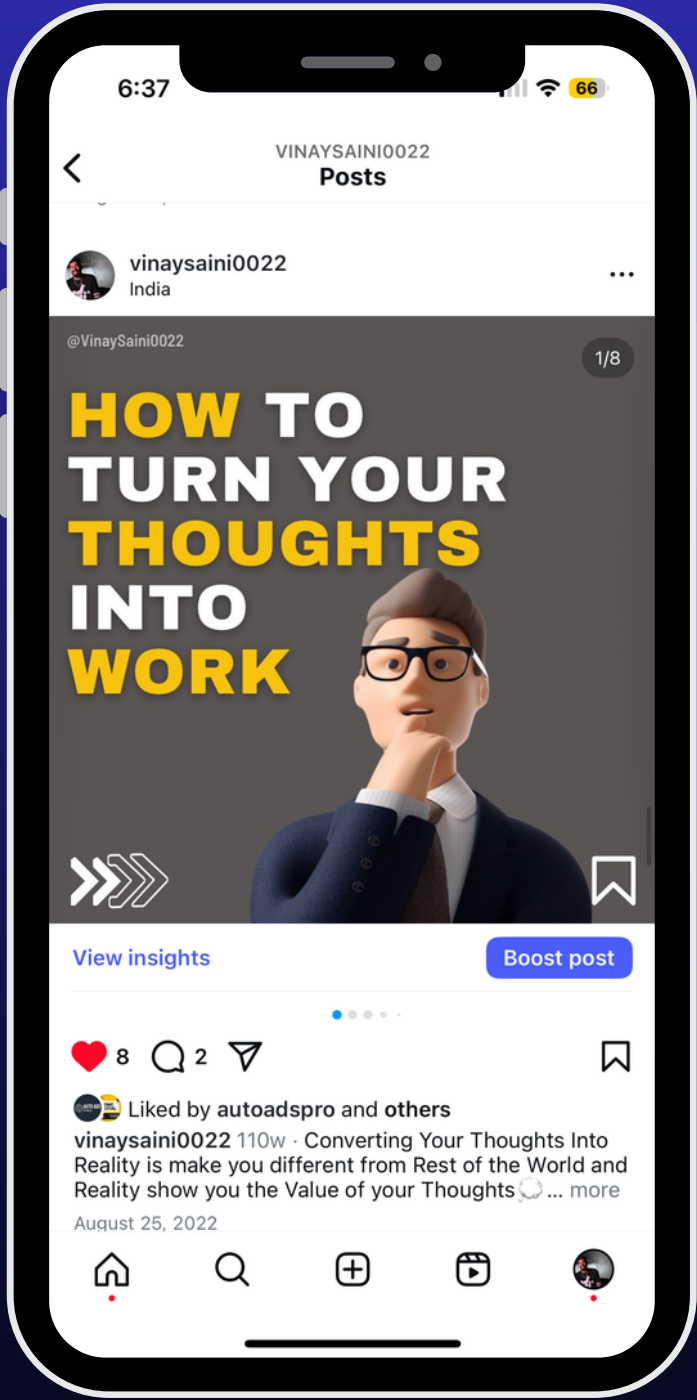
SINCE  2020

INDIANSHOPPER®

Logo Design Projects with Team

My Personal Profile Content

My Work Work Experience Education About Me Cover



- **www.AutoAdsPro.com**
- **www.EcomcDigital.com**
- **www.TCTD.in**
- **www.HappinessHuts.com**
- **and many more landing pages and small sites**

[My Work](#)

[Work Experience](#)

[Education](#)

[About Me](#)

[Cover](#)

THANK YOU

That's my portfolio so far.

