

digital marketing portfolio

Selected Individual Projects

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DIGITAL MARKETING MANAGER

B2B STRATEGY | BRANDING & CAMPAIGNS



A handpicked selection of digital projects including campaign planning, content creation, branding, CRM integration, SEO, and performance analysis — with a strong focus on business impact, innovation, and customer journey optimization.

PROJECT 1

From Classic to Urban Cool Rebranding BicycleWorld

I supported the brand transition by creating a refreshed corporate identity that combines tradition and innovation. Logo sketches, typography guides, and color systems brought the brand to life on web and social platforms.

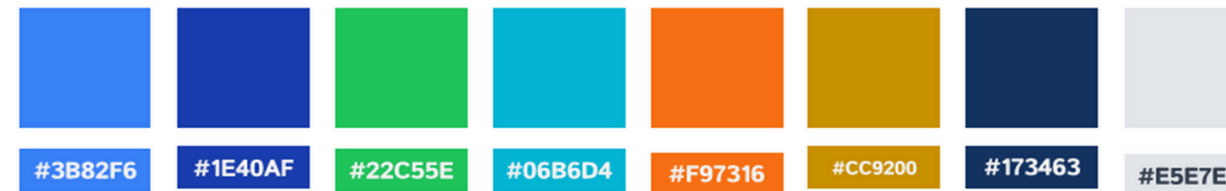
BICYCLEWORLD

CLASSIC

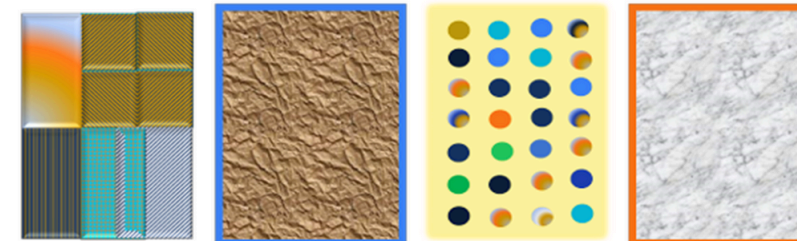


URBAN COOL

Sample color palette



Sample patterns & textures



Sample Icons



Sample photography & Illustrations



Sample Typography

H1
Roboto
Size: 64

H2
Roboto
Size: 48

H3
Playfair
Size: 40

P
Lato
Size: 32

Sample text

H1: Lorem lorem lorem

H2: Lorem lorem lorem

H3: Lorem lorem lorem

P: Lorem lorem lorem

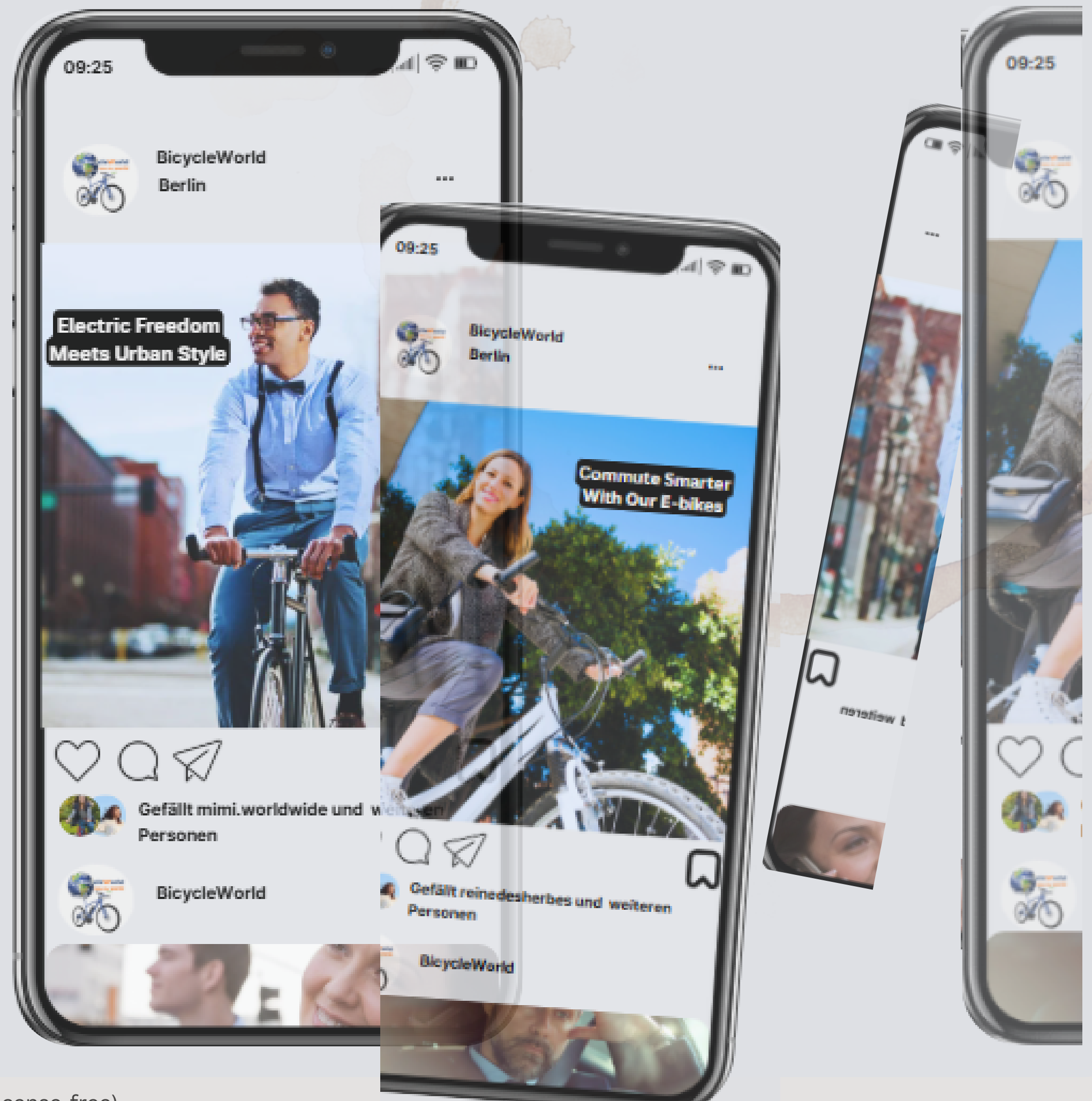


PROJECT 2

Content Creation with Urban Appeal

Persona-driven storytelling,
commuter-focused visuals,
Instagram-ready formats.

These content pieces were tailored
to urban e-bike commuters – each
visual concept was mapped to a
defined persona and Instagram
content strategy.



Campaign Planning for the E-Bike Launch

I developed a multi-channel campaign strategy to introduce BicycleWorld's smart urban e-bike.

From teaser content to full-funnel messaging, the campaign combined offline trade fair presence with high-performing digital assets on Instagram, LinkedIn and YouTube.



PROJECT 4

CRM in Action Micro Moments that Drive Conversion

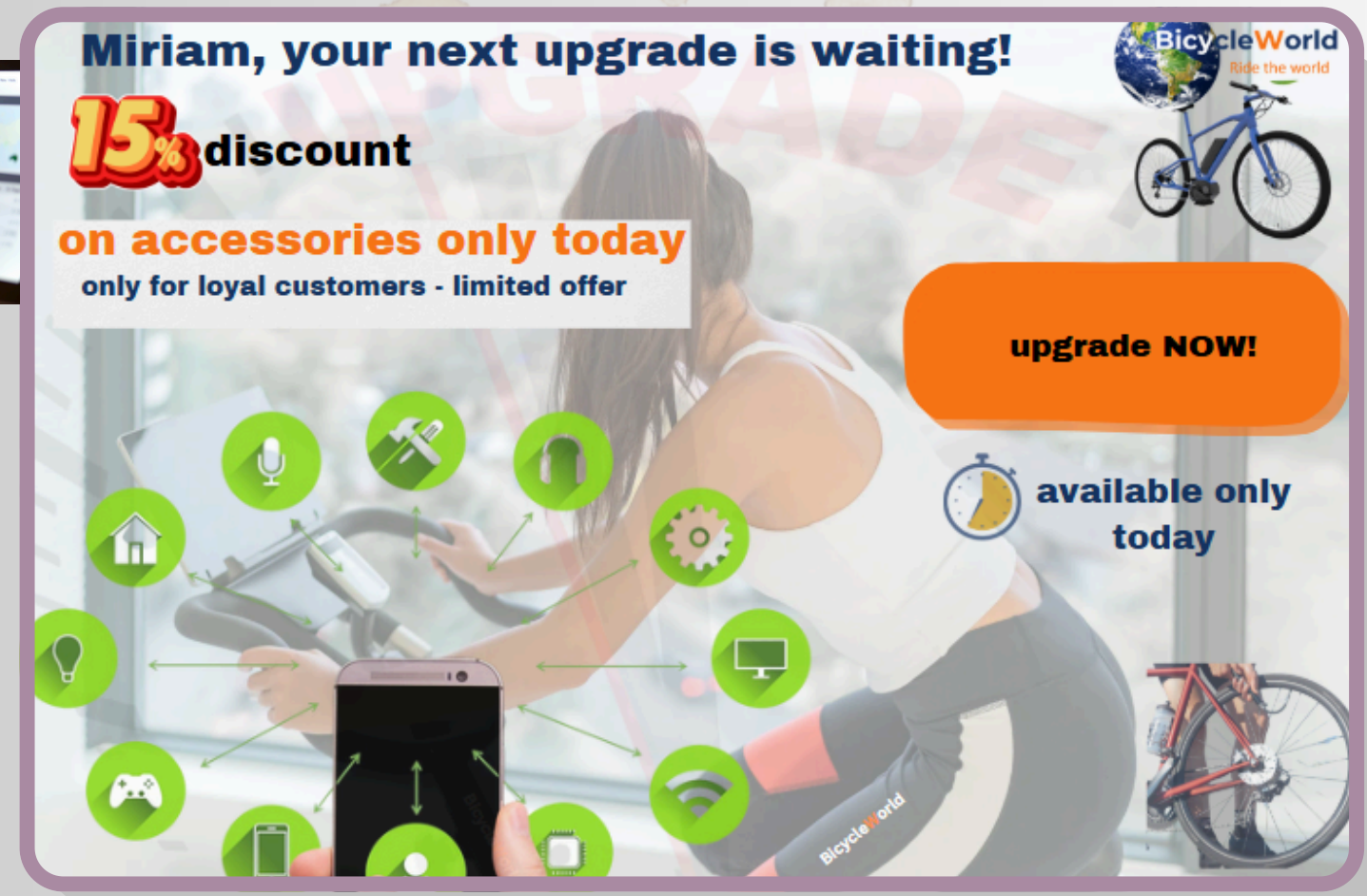
● I-Want-to-Upgrade Moment

Returning customer Miriam gets personalized offers for accessories based on past purchases.

● I-Want-to-Buy Moment

Max is retargeted with a personalized discount reminder after abandoning his cart – triggered by CRM tracking.

🧠 Smart CRM enables predictive behavior and retargeting. It powers data-driven lifecycle campaigns tailored to customer intent.



PROJECT 5

SEO in Action From Keywords to Conversions

- SEO-driven copywriting for high-performing newsletters.
- Keyword strategy aligned with search intent.
- CTA-driven layout optimized for clicks.
- Newsletter as part of full-funnel content strategy.

🔍 Newsletter CTA (SEO & Content Use Case)

- 👉 This high-converting CTA was featured in a visually optimized newsletter, created as part of BicycleWorld's content funnel. Together with SEO-targeted keywords, it helped boost organic reach and drive conversions.



PROJECT 6

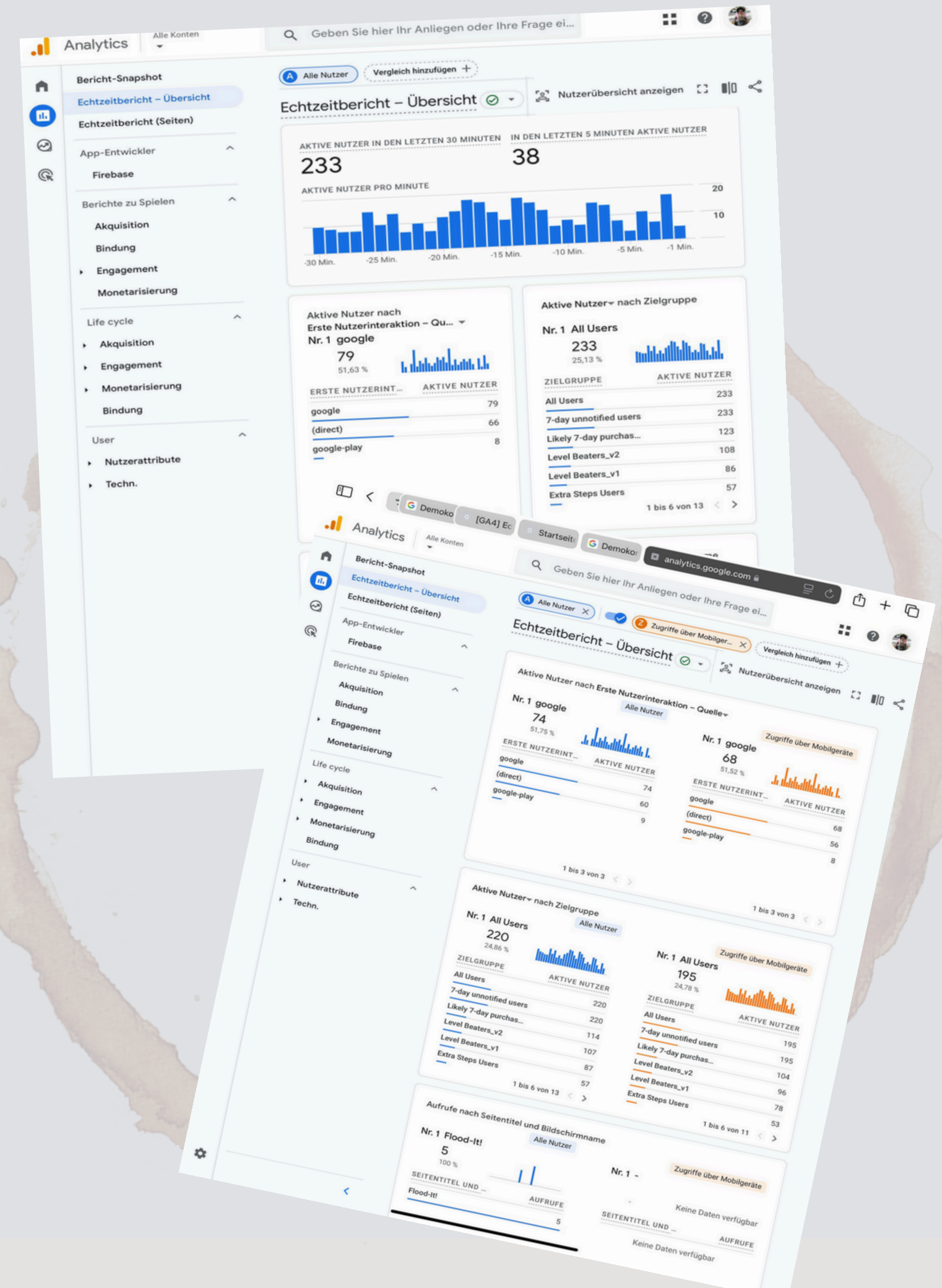


SEO Strategy that Drives Visibility

To increase BicycleWorld's organic reach, I developed a comprehensive SEO approach based on keyword analysis, competitor research, and **on-page** optimization. Key actions included:

- Crafting search-optimized product descriptions and landing pages
- Structuring keyword-rich blog posts aligned with user intent
- Creating FAQ content to capture long-tail search queries
- Monitoring performance and **organic growth** via SE Ranking & Google Analytics

This strategy led to improved **SERP rankings**, increased page traffic, and higher-quality inbound leads.



PROJECT 7



Neuromarketing in Action

The Psychological Tricks that Boosted BicycleWorld's Conversions

Herding



99% of testers want to keep their bike

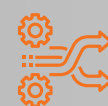


Social proof increases trust and urgency

Storytelling



Visual depict



empowerment through transformation

Nudging



Risk-free 30 days trial and discount for keeping the bike



Low friction entry to decision making

Priming



Visual cues like success, movement, and belonging



Set the emotional tone for action

These behavioral triggers were used to boost BicycleWorld's customer engagement and drive measurable business results.

PROJECT 8



SEO Optimization Practice

ThinkDigitalMarie: Building Visibility with Hands-On SEO

To hone my SEO skills and build a digital presence, I developed a branded website as part of a self-marketing strategy. **Site impressions and click-throughs increased within 10 days (via Google Search Console)**

Results

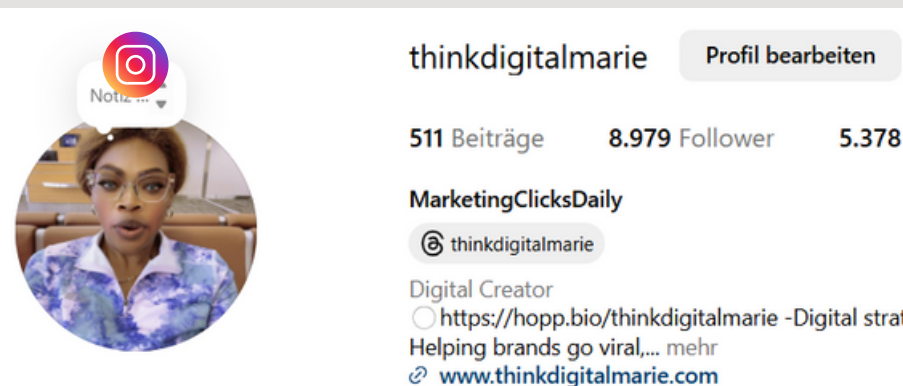
verified using Google Search Console & third-party tools:

⚡ **PageSpeed Score: 99 (Uptrends)**

✅ **Total Speed Score: 95 (SE Ranking)**

🚀 **Page load time reduced to < 2 seconds**

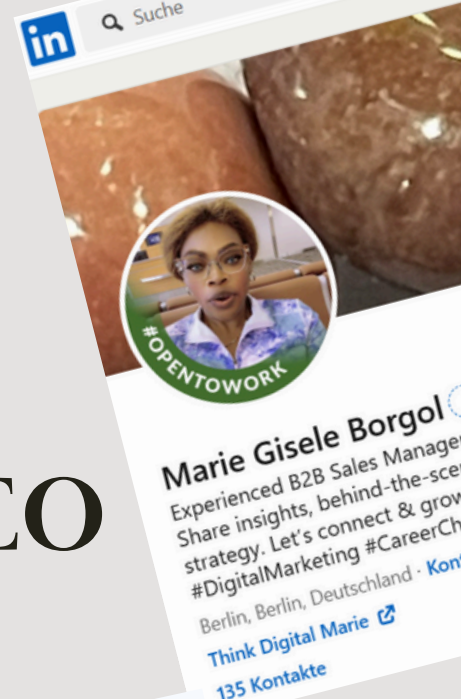
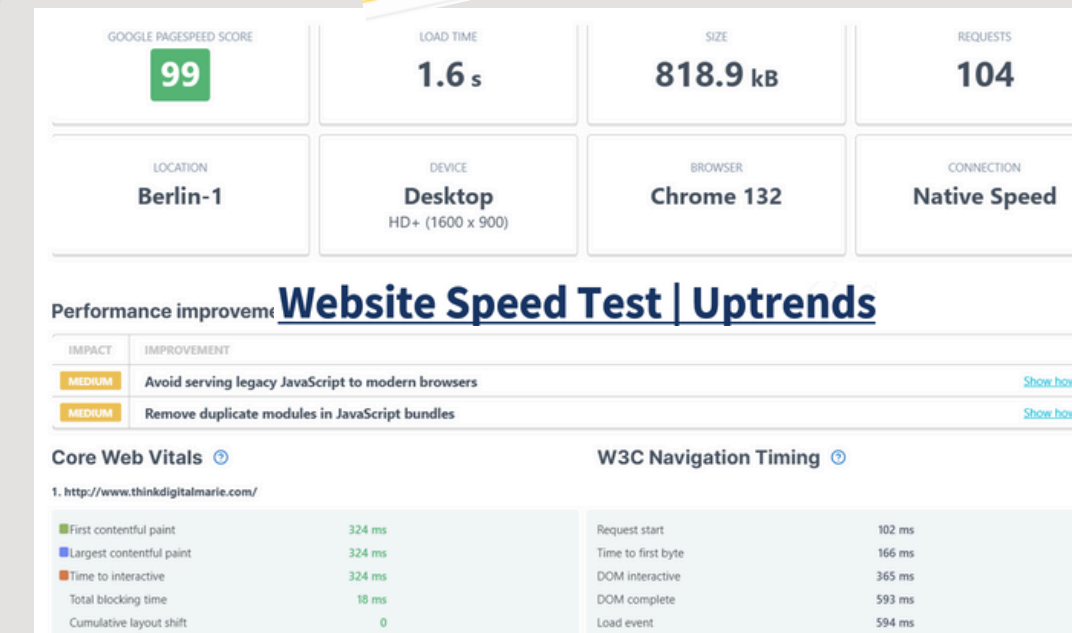
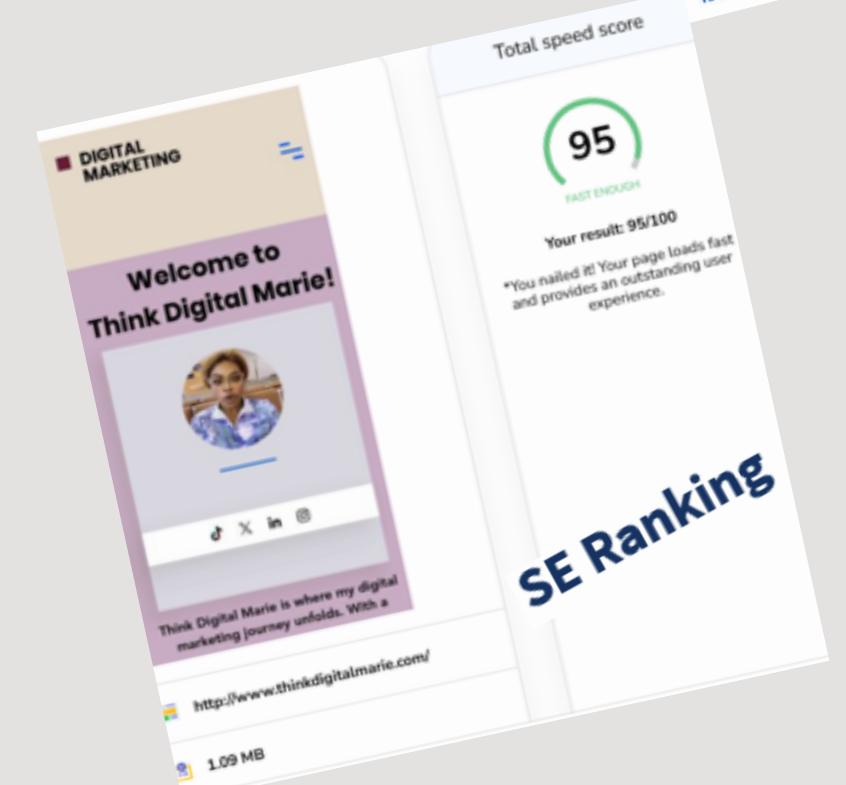
Published under the ThinkDigitalMarie brand – cross-promoted via Instagram & LinkedIn to strengthen visibility and content authority.



My Key SEO Actions:

- User-friendly website with SEO-optimized layout and navigation
- Best practices: mobile optimization, meta tags, alt texts
- Performance audits using Uptrends and SE Ranking
- Improving load time, UX metrics, and core web vitals step by step

Tools: Wix, Uptrends, SE Ranking, Google Search Console, Debugbear



My Digital Marketing Toolbox

In my projects, I worked with a wide range of tools to plan, execute, and analyze marketing campaigns across platforms. Here's a selection of the most important tools I applied:



Performance & SEO

- Google Analytics
- Google Search Console
- SE Ranking
- Debugbear
- Uptrends









Content Creation & Design

-  Canva
-  Figma
-  Pixabay
-  Pexels



Social Media & Branding

-  Instagram
-  LinkedIn
-  Wix (Website Design)
-  TikTok
-  Facebook
-  X



Campaign Management

- Mailchimp
- GetResponse
- Trello

Communication & Presentation

- PowerPoint (Presentations)
- Zoom (Virtual Meetings)

Each tool was used in real practice settings: from building SEO-optimized landing pages to tracking KPIs, designing visual content, managing CRM-based newsletters, and hosting professional presentations and online meetings.



Let's Connect

Thank you for exploring my portfolio!

I'm passionate about driving impact through strategic marketing, smart content, and digital creativity.

If you're looking for someone who combines analytical thinking with hands-on implementation – I'd love to connect.

Let's team up to create something impactful – just drop me a line.:

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