

Summer English Program – Campaign Performance Analytics Report

Overview

This report summarizes the performance, coordination efforts, and enrollment impact of the 6-week Summer English Program for children and adults. The project focused on improving operational efficiency, strengthening marketing efforts, and increasing enrollment inquiries and parent engagement.

Project Coordination

Coordinated the full launch of a 6-week summer English program
Set up and maintained a project board to track progress and ensure timely completion of tasks.
Scheduled and led weekly team meetings and delivered progress reports to leadership.

Marketing Campaign Performance

Developed and scheduled targeted social media ad campaigns across Facebook and Instagram.
Designed and executed WhatsApp promotional messages for parents and community groups.
These efforts increased enrollment inquiries by 30%, contributing directly to higher program awareness.

Process Improvements

Implemented online enrollment and payment systems that streamlined the registration process for families.
Created reusable documentation templates, including meeting notes, checklists, and parent handbooks,
increasing efficiency for future programs.

Program Outcomes

The program launched smoothly due to strong cross-functional coordination and clear communication.
Parent engagement increased by 25% through improved communication channels and onboarding materials.
Marketing initiatives significantly boosted inquiry volume, supporting enrollment growth targets.