



DISHA AHMED

Performance Marketing
Manager

About Me

Dynamic marketing professional with over 11+ years of experience in communication and digital marketing, including PPC, Google Ads, and SMM. Proven expertise in project management, client relationships, and cross-functional collaboration. Creative Marketing Manager skilled in developing profitable campaigns and driving results through strategic planning and team leadership. Goal-oriented with a strong background in market analysis and business development. Ready to leverage extensive experience to make a lasting impact on company and customer success.

+91-9821112093

disha.ahmed11@gmail.com

U78, U Block, DLF Phase 3,
Gurugram

Education

Mahatma Gandhi University

M.A in Economics & English Honors
2012 - 2014

Jagannath Barooah University

B.A in Economics & English Honors
2009 - 2012

Languages

- English
- German
- Hindi
- Bengali
- Assamese
- Punjabi
- Nepali

Experience

Performance Marketing Manager

2019 – Present

Accenture Solutions Pvt Ltd

Managed a **performance marketing team of 30**, supporting **Google Ads and DV360 optimization** for over **50 clients daily**. Oversaw **campaign planning, execution, and optimization** to meet specific marketing objectives, including **brand awareness and lead generation**. Collaborated with **account managers** to analyze client goals and provide tailored, quantifiable recommendations. Drove campaign performance across **Search, Display, Video, performance Max** and more, utilizing data from **Google Ads and GA4** for continuous optimization. Provided **strategic budget recommendations** and **insights** across diverse industries, including **Retail, Travel, Finance, and Pharma**, while managing accounts through **SA360** and various deal types.

Senior Lead - Performance Marketing

2018 – 2019

WNS Global Services

Managed **Google Ads, Meta Ads, Facebook Ads, Amazon Ads and Reddit Ads** for **lead generation** in **India and US**, developing and executing **strategic media plans** that **improved ROI** across **multi-channel marketing campaigns**. Created, monitored, and optimized campaigns to meet **lead and revenue targets**, while **writing and reviewing ad copies** to ensure compliance with policies. **Implemented A/B testing** for ads and landing pages, **boosting lead quality and conversion rates by 20%**. Generated **Sales Qualified Leads** through **targeted strategies** and utilized **offline conversion tracking** to measure **campaign effectiveness**. Collaborated with the tech team to **optimize landing pages** and **improve user experience**, while creating **performance reports in Excel** to **track key metrics**. Developed strategies for **selling various packages** in different cities to **maximize quality leads at high ROAS**, and conducted **competitive analysis for continuous account optimization**.

Senior Research Executive

2015 – 2018

Ernst & Young LLP

Managed **regional dashboards** and **published weekly engagement economics reports** for **EMEA and Americas**, delivering both standard and ad-hoc analyses. Led **project management** for Shared Services, overseeing client teams on **engagement economics** and **KYC/AML checks**, while preparing **analytics reports** for **Expedia**. Onboarded **new projects, aligned teams, and established processes within budget**. Developed **audit frameworks** and led audits to enhance **data integrity, managing global projects with MS Access** and **conducting compensation audits in India** to improve data accuracy and efficiency.



DISHA AHMED

Performance Marketing Manager

Skills

- Digital Marketing
- Critical Thinking
- Strategic Leadership Skill
- Operations & Quality Management
- Project & Process Management
- Programmatic Marketing
- Campaign Management
- Google Ads
- Media Planning & Buying
- Meta Ads

Tools & Certifications

- Analytics & Event Tracking
 - Google Analytics & CRM
 - Google Tag Manager
 - Firebase
- Keyword Research & Competition Analysis
 - Semrush
 - Keyword Planner & Refinery
- Project Management Certification
- Lean Six Sigma Certification
- Yellow Belt Certification
- ELP Certification
- Chatgpt & Automation AI
- Advanced Excel & Power Bi

Experience

Process/SME Analyst

2014 – 2015

Genpact India Services Pvt Ltd

Managed all **paid campaigns**, including **Google Ads**, **social media ads**, **native ads**, and **affiliate marketing** for clients and the company. Led **cross-platform campaigns** across **Search, Display, Video, and social media**, implementing and optimizing strategies on **Google, Facebook, Amazon, LinkedIn, and Twitter**. Planned and executed **B2B and B2C campaigns** while closely **monitoring performance** through **Google Analytics, GTM events, A/B testing, and tracking tools like Firebase**. Conducted **keyword research**, created **meta tags**, and managed **link-building efforts**. Collaborated with the **content team** to ensure **effective keyword integration** and **minimized keyword stuffing**. Performed **competitor analysis** using **Semrush** and coordinated with **marketing managers and affiliate agencies** to meet **campaign targets**. Additionally, managed **social media community engagement** on **platforms like Reddit** and provided regular **performance reports** to clients and management.

Process Associate

2013 – 2014

American Express Pvt Ltd

Responsible for **generating various ad hoc projects**, including **financial research & reconciling** checks for **merchants** and creating **financial and annual reports** based on **previous statements**. Coordinated **engagements** between the **Primary Team and Local Team**, managing **merchant reviews and data compilation** effectively.

Projects

Automation Ads Creation

2024 - Present

Leveraging Automation and Generative AI to streamline RSA creative generation, significantly reducing manual effort and enhancing efficiency. This approach enables the timely delivery of a higher volume of client projects, ensuring greater productivity and client satisfaction.

Keyword Analyzer Automation

2020 - Present

Analyzing the performance of keywords and automating the process to provide relevant keywords with proper research and meeting market trends with great search volume