

Diksha Anand

TS, India | (+91) 869-839-0756 | diksha.g.anand@gmail.com | [LinkedIn](#)

WORK EXPERIENCE

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| ➤ GUS Education India - Lead Consultant - Digital Marketing | Apr 2024 - Present |
| ➤ Experis IT - Digital Analytics Lead | Jan 2023 - Feb 2024 |
| ➤ Lynk - Digital Marketing Engineer | Nov 2021 - June 2022 |
| ➤ Google Operations Center - Senior Associate | May 2020 - Oct 2021 |
| ➤ Accenture Solutions - Digital Marketing Associate
(Client: Google) | July 2017 - May 2020 |

ROLES AND RESPONSIBILITIES

- **Leadership and People Management**
 - Managed a team of 5 analytics professionals at Experis IT (at client's end), overseeing GTM/GA4 developers and aligning their tasks with key project goals, resulting in a 15% improvement in project turnaround times.
 - Led a team of 10 associates at Google Operations Center, ensuring 100% SLA compliance through effective resource planning, leave management, and performance assessments..
 - Handled administrative responsibilities such as rostering, resource management, and leave approvals at Experis IT and Google Operations Center, ensuring smooth day-to-day operations.
 - Trained and mentored new hires in digital marketing tools and best practices, including pixel/ Adtag implementation, Google Ads, BART, GA4, GTM and Google's internal tools leading to improved campaign execution and operational efficiency.
- **Project Management**
 - Leading a strategic project at Gus Education, implementing a unified measurement approach for digital marketing efforts across platforms, with an expected 20% time-saving in reporting and a 25% improvement in data accuracy (ongoing project).
 - Successfully managed the tagging implementation for 75+ websites at Experis IT, ensuring comprehensive tracking and data integrity for client's measurement plan.
 - Coordinated the redesign of the digital marketing strategy at Lynk, implementing a new KPI framework and achieving a 12% improvement in performance metrics.
 - Led end-to-end digital marketing projects, from campaign execution to reporting and optimization, ensuring timely delivery and alignment with business goals at Google Operations Center and Accenture.
- **Recruitment and Talent Development**
 - Recruited and onboarded specialists and associates across GOC, Lynk, and Experis IT, and GUS Education including Google Ads specialists, content writers, GTM/GA4 developers, and social media analyst.
 - Conducted interviews and assessments for hiring roles such as Google Ads specialists and digital marketing analysts, contributing to building high-performing teams.
 - Developed training programs for new hires and junior staff, ensuring that teams had the necessary skills to execute digital marketing strategies effectively.
- **Strategic and Performance Marketing**
 - Implemented a Go-To-Market strategy for a SaaS B2B product at Lynk, refining product positioning, value propositions, and managing performance marketing to drive MQLs and SQLs.
 - Optimized digital marketing campaigns across paid channels at Lynk, achieving improved lead generation and engagement.
 - Provided strategic oversight for SEO audits, increasing website traffic by 20% through technical, on-page, and off-page optimizations.

➤ **Analytics & Reporting**

- Delivered actionable insights and dashboards using Google Looker Studio and GA4 at Experis IT, guiding leadership decision-making and enhancing data-driven strategies.
- Developed performance reports (MoM, QoQ) for organic, paid search and social media campaigns at Lynk, providing detailed insights and strategic recommendations for optimization.
- Set up tracking and analytics for Display, Search, Smart, and Discovery campaigns at Google Operations Center, leading to a 30% increase in performance and revenue for key accounts.

➤ **Administrative & Operational Management**

- Handled all administrative tasks as a team lead at Experis IT, including performance evaluations, resource allocation, and leave management, ensuring team efficiency and alignment with project timelines.
- Managed shared services operations at Google Operations Center, overseeing the smooth running of team activities, resolving conflicts, and ensuring adherence to company policies.

EDUCATION

- Gondwana University, Gadchiroli - *MBA (IT)* Aug 2019 - Aug 2021
CGPA: **9.07/10**
- Gondwana University, Gadchiroli - *B.E. (CSE)* July 2012 - July 2016
CGPA: **9.28/10**

SKILLS & TOOLS

- **Leadership and Management:** Team Leadership | Resource Planning | Recruitment & Training | Performance Management | Workflow & Process Optimization
- **Digital Marketing & Analytics:** Search Engine Optimization (SEO) | Search Engine Marketing (SEM) | E-commerce Marketing Strategy | Display Advertising | Pixel/Tag Implementation | Third-party Ads Serving | Marketing Analytics | Data Visualization
- **Web Technologies:** HTML | CSS | JavaScript (Basic) | Webflow | WordPress | Strapi (CMS)
- **Tools:** Google Analytics (GA4) | Google Tag Manager | Google Search Console | Google Looker Studio | Salesforce | Microsoft Office | Google Marketing Suit

CERTIFICATIONS

- EY - Marketing Analytics | Project Management (in-progress)
- Advanced Google Analytics 4 Implementation with Tag Manager (Udemy)
- Marketing Analytics Mastery | SEO Training (Udemy)
- Google Ads Display | Google Ads Search | Google Ads Video Certification (Google)
- Google Digital Marketing & E-commerce Professional Certificate (Google)
- Green belt in Six Sigma (KPMG) | Become a Product Manager (Udemy)

AWARDS

- High-Five award from Google Operations
- The Star Business Awards for Q1 FY'20 - Accenture Encore award
- Client Appreciations, Unstoppable and Rock star Awards
- Recognized for Best Performance in terms of Quality and Productivity in the Team
- Appreciation award for processing the 55 requests in a single shift (9hrs)