

DISHA SHINDE

Digital Marketing & Marketing Operations Executive

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PROFESSIONAL SUMMARY

Detail-oriented Digital Marketing and Marketing Operations Executive with hands-on experience in campaign reporting, CRM management, and performance analytics. Proficient in tools such as Shopify, Meta Ads, Google Ads, and WebEngage. Skilled in Google Sheets-based reporting, SEO support, and data-driven decision-making. Adept at collaborating with cross-functional teams, including HR and senior leadership, to optimize marketing performance. Passionate about enhancing digital marketing skills and contributing to organizational growth.

WORK EXPERIENCE

Marketing Operations Executive

iTokri – E-commerce Brand

India | Duration: Sep 2025 - Mar 2026

Key Responsibilities & Achievements:

- Managed daily, weekly, and monthly performance reports across Shopify, Meta Ads, Google Ads, and WebEngage.
- Maintained spend trackers, traffic quality sheets, and CRM databases with high accuracy and consistency.
- Tracked and analyzed campaign metrics including spend, conversions, revenue, ROAS, and customer engagement.
- Supported retention and CRM operations by updating WebEngage customer journeys and engagement reports.
- Assisted in analyzing Meta and Google Ads campaigns to identify opportunities for scaling and optimization.
- Collaborated with the Digital Marketing team, HR, and the CEO to streamline operational workflows and reporting.
- Identified and resolved no-index and 404 pages on Shopify, contributing to improved SEO performance.
- Conducted keyword tracking and provided SEO support through structured analysis and reporting.
- Prepared detailed reports for senior leadership, supporting strategic business decisions.

- Ensured seamless coordination across marketing, SEO, CRM, and analytics teams.

Tools & Platforms Used:

- Google Sheets (Advanced), Microsoft Excel
- Shopify
- Meta Ads Manager, Google Ads
- WebEngage
- CRM Tools
- Google Drive & Google Docs

SKILLS

Digital Marketing

- Campaign Performance Analysis
- Marketing Data & Reporting
- SEO Support & Keyword Tracking
- E-commerce Analytics (Shopify)
- CRM & Retention Marketing
- Paid Advertising Insights (Meta & Google Ads)

Marketing Operations

- Marketing Performance Reporting
- Campaign Spend & ROI Tracking
- Data Cleaning & Validation
- Reporting & Documentation
- Cross-functional Coordination

Technical Skills

- Google Sheets (Advanced, Pivot Tables, Dashboards)
- Microsoft Excel (Intermediate–Advanced)
- SQL/MySQL (Basic)
- Database Fundamentals

PROJECTS

Digital Marketing Performance Reporting Project

- Developed structured dashboards using Google Sheets to track campaign performance.
- Analyzed KPIs such as ROAS, conversions, and revenue to support data-driven decisions.


SEO Analysis & Optimization Support

- Conducted keyword tracking and performance analysis to improve search visibility.
- Assisted in identifying and resolving technical SEO issues, including 404 and no-index pages.

EDUCATION

Bachelor of Computer Applications (BCA)

Institute of Professional Studies, Gwalior

 2024 – 2027