

Mohd Faseeh Ahmed

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Professional Summary

Results-oriented Digital Marketing & Performance Marketing Specialist with 5+ years of experience in campaign management, data reporting, and performance analysis. Skilled in managing Paid Media (Google Ads, LinkedIn Ads, Meta Ads), optimizing campaigns through detailed analysis, and delivering ROI-driven outcomes. Strong background in Business Data Analysis, Reporting, and BI Tools, with proven ability to balance marketing complexity and resources while ensuring efficiency and measurable growth.

Core Competencies

- Paid Media Campaigns: Google Ads, LinkedIn Ads, Meta Ads Manager
- Data Reporting & Business Intelligence: Google Analytics (GA4), Looker Studio, Salesforce, BI Dashboards
- Optimization: Conversion Rate Optimization (CRO), A/B Testing, Funnel Optimization
- Digital Marketing Services: SEO/SEM, Email Campaigns, Marketing Automation (Salesforce Marketing Cloud, Mailchimp)
- Analysis & Reporting: Data Reporting, Business Data Analysis, Numerical Ability, Detail Orientation
- Tools & Project Management: Trello, Monday.com, Slack | Basic HTML, CSS, Java

Professional Experience

Senior Analyst – Performance Marketing

Tech Mahindra, Hyderabad | Mar 2022 – Present

- Defined and executed Paid Media campaigns (Google Ads, LinkedIn Ads), achieving 35% growth in enrollments for a UK-based university.
- Generated detailed reports using GA4, Looker Studio, and Salesforce dashboards to support data-driven decisions.
- Reduced CPL by 22% while improving CTR by 30% through campaign optimization.
- Conducted A/B testing and funnel analysis, improving application-to-enrollment conversion by 18%.
- Collaborated with cross-functional stakeholders to present campaign insights and recommendations.

Process Associate – Digital Marketing

Genpact India, Hyderabad | Mar 2021 – Feb 2022

- Ran and optimized Google Ads & Facebook Ads campaigns, improving CTR by 25% through audience targeting.
- Delivered campaign performance reports and insights to stakeholders.
- Enhanced SEO rankings and organic traffic through keyword strategy and competitive analysis.
- Designed and executed data-driven email campaigns, achieving higher engagement rates.

Process Associate – Digital Marketing Support

Tech Mahindra Ltd., Hyderabad | Jun 2020 – Feb 2021

- Supported SEO/SEM campaigns and performed competitive market research.
- Assisted in campaign analysis, reporting, and presentation preparation.
- Ensured accurate reporting and tracking of KPIs across multiple campaigns.

Education

B.Tech

Jawaharlal Nehru Technological University (JNTU), 2016

Languages

- English
- Hindi
- Telugu
- Urdu