

AYUSHA PANDEY

Performance Marketing • Paid Campaigns • Growth Analytics
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PROFESSIONAL SUMMARY

Performance marketing professional with hands-on experience in LinkedIn Ads, email outreach automation, and growth analytics. Automated 70% of outreach tasks by integrating Apollo.io with Claude AI. Skilled in website traffic analysis via Google Search Console and GA4, funnel optimisation, and content-to-pipeline strategy.

EDUCATION

Bachelor of Business Administration (BBA) | [Lloyd Institute of Management and Technology, Greater Noida](#)
2023 – 2026

PROFESSIONAL EXPERIENCE

Growth Marketing Intern | [Digimoksha Solutions](#)

Feb 2026 – Present

- Drove 157,082 impressions for SkillMoksha, achieving 5,641.3% growth in impressions vs the prior 28-day period.
- Executed email marketing campaigns via Apollo.io; automated 70% of outreach tasks by integrating Apollo.io with Claude AI — streamlining contact enrichment, sequence setup, and follow-ups.
- Analysed website traffic using Google Search Console and GA4 to identify high-traffic pages, drop-off points, and SEO opportunities.
- Conducted audience and competitor research using LinkedIn Sales Navigator to refine ICP and campaign positioning.
- Independently represented SkillMoksha at industry events and delivered live product demos to HR leaders and decision-makers.
- Led the marketing team, driving alignment across campaigns, content, and outreach initiatives.
- Self-managed a website-traffic campaign for SkillMoksha on X (Twitter) Ads across UAE, Australia, France, and Germany, driving 345,681 impressions and 302 link clicks (+107.1% and +96.1% week-over-week).

Digital Marketing & Content Strategist Intern | [Brand Ally Pvt. Ltd.](#)

Aug 2025 – Jan 2026

- Analysed Meta and Google Ads performance, reviewing CTR and engagement to surface optimisation opportunities.
- Built content-to-funnel frameworks mapping creative assets to TOFU, MOFU, and BOFU stages.
- Prepared performance reports and pitch decks for stakeholder communication.

LinkedIn Ads Campaign — Rugs & Interiors Event, Dubai (Self-managed)

18K+ Impressions • 2.8% CTR • 240+ Landing Page Visits

- Defined Dubai-based audience, managed full campaign lifecycle, and prepared post-campaign performance analysis.

Marketing Intern | [ITIO Innovex Pvt. Ltd.](#)

Jun 2025 – Jul 2025

- Analysed ad campaign performance and lead data in fintech/crypto sector, contributing to 20% pipeline growth.
- Conducted competitive intelligence research and developed data-driven pitch decks for campaign reviews.

SKILLS

Performance Marketing: LinkedIn Ads (Independent), X (Twitter) Ads, Meta & Google Ads Analysis, Funnel Optimisation, Lead Generation, CTR & ROAS Tracking, A/B Testing

Analytics & Data: Google Analytics (GA4), Google Search Console, Attribution Reporting, Data Visualisation, Market & Competitor Research

Automation & AI: Apollo.io–Claude AI Integration, Email Sequence Automation, Contact Enrichment Pipelines

Tools: Apollo.io, LinkedIn Sales Navigator, LinkedIn Campaign Manager, Excel, Tableau, Power BI, Canva

CERTIFICATIONS

- Quantitative Data Management and Analytical Writing — VV Giri National Labour Institute
- Introduction to IBM Cognos Analytics — IBM
- Winter School on Data Systems — IIT Delhi
- TCS ION Career Edge: Young Professional
- LinkedIn Sales Navigator Expert Certificate