

# DIKSHA

## Business | Marketing | Growth

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### ABOUT ME

Growth and performance marketing professional with hands-on experience in product, business analysis, and cross-functional collaboration. Skilled in requirement gathering, stakeholder communication, and campaign optimization, with experience working closely with tech teams on product and website development.

### SKILLS

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- **Product & Business:** Requirement Gathering, Market & Competitor Research, Cross-functional Collaboration, Workflow Management, BRD Documentation, User Journey Mapping, Campaign Execution Oversight.
- **Marketing:** Meta Ads, Growth Experiments, Campaign Optimization, whatsapp marketing, email marketing
- **Tools:** Zoho CRM, Meta Ads Manager, MS Excel
- **Management:** Task Delegation, Stakeholder Communication

### WORK EXPERIENCE

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WellnessZ | Dec 2025 - Present

#### Product Marketing Associate

- Working closely with product and tech teams on the development of WellnessZ Experts website, contributing to requirement gathering and feature planning.
- Translating marketing and business needs into clear requirements for developers, ensuring smooth execution.
- Acting as a bridge between marketing, product, and tech teams for effective stakeholder communication.
- Supporting creation of basic requirement documents and workflows for new features.
- Running performance marketing campaigns (Meta Ads) to drive lead generation and user acquisition.
- Conducting growth experiments (A/B testing) on creatives, audiences, and messaging to optimize campaign performance.
- Managing CRM automation (Zoho) and lifecycle campaigns to improve user retention and engagement.
- Managed social media and brand communication to maintain consistent messaging across digital channels.
- Led influencer collaborations and brand partnerships to increase awareness and credibility.

Verismart.ai | May 2025 - Dec 2025

### Operations Associate

- Gathered and analyzed client requirements by interacting with enterprise clients.
- Collaborated with product and tech teams to translate business needs into solutions.
- Ensured smooth communication between clients and internal teams (stakeholder management).
- Managed workflows, follow-ups, and ensured timely project delivery.
- Contributed to process documentation, onboarding flows, and operational improvements.
- Supported marketing initiatives through content, research, and basic strategy inputs.

## PROJECT

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- Project: Website Development - WellnessZ Experts
- Involved in requirement discussions and feature planning
- Coordinated with tech team for implementation
- Ensured alignment between user needs, business goals, and product features

## INTERNSHIPS

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The Bamboo Bae | Jun 2024 - Jul 2024

### Brand Management Intern

- Assisted in brand planning and execution, working on content alignment, campaign coordination, and brand communication. Supported marketing activities to improve brand visibility and ensure consistency across platforms.

Cakenest & Trinity Media | Oct 2022 - Mar 2023

### Social Media Intern

- Managed social media for multiple brands, handling content creation, posting, and page optimization. Assisted in running Facebook ad campaigns, creating ad copies and creatives, and tracking performance. Supported influencer collaborations and awareness campaigns to improve reach and engagement.

## CERTIFICATIONS

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- Project Management Job Simulation - Accenture
- Business Analytics Specialization - University of Illinois
- Illinois AI, Business & Future of Work - Coursera
- Fundamentals of Digital Marketing - Google

## EDUCATION

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MBA (Marketing & Finance)

Chandigarh University | 2023 - 2025