

DEENADHAYALAN PONGIYANAN

Digital Marketing Manager - Performance

+91 9943200450 • deenadhayalantp@gmail.com • <https://www.linkedin.com/in/deenadhayalan/> • Bengaluru, India • Indian

Summary





Performance Marketing Manager with 9+ years of experience scaling revenue across D2C, retail, and app channels. Managed \$35Mn+ in ad spend with 3–8x ROAS, delivered \$16Mn+ annual omni-digital revenue, and grew retention revenue share from 16% to 29%. Across high-growth startup / scaleup brands like Swiggy, Kushals, and Health & Glow. Deep expertise in full-funnel strategy, omnichannel marketing, offline conversion tracking, MMP setup, and data warehouse reporting. Open to relocation.

Skills

Performance Marketing, Digital Marketing, Full Funnel & Omni channel Campaign, Team Handling, Stakeholder & Agency Vendor Management, Meta Ads, Google Ads, Retention Marketing, Marketing Attribution & Incrementality Modeling, Gamification, Marketing Data Warehouse, Campaign Analytics, Media Buying, Report Automation, CRM, Lifecycle Marketing, online-offline ads, AI Automation, CRO, Lead Generation, .

Shopify, AppsFlyer, LookerStudio, GA4, Windsor.ai, Data.ai, Gemini Agent Builder, BigQuery, CleverTap, WebEngage, MoEngage, Data Hash, GTM, Claude Code, Google Cloud, Zoho CRM, Zapier, .

Experience

-  **Knot Home** Dubai, United Arab Emirates
Performance Marketing Manager 03/2026 - 04/2026
Joined with full commitment; however, the escalating regional conflict and surrounding uncertainties made it difficult to continue as originally planned.
-  **Kushals Fashion Jewellery** Bengaluru, India
Performance Marketing Manager 02/2024 - 03/2026
Led performance marketing across D2C and 100+ retail stores for a leading omnichannel fashion jewellery brand. Owned digital P&L, 3.5–4.5 Cr/month ad budget, and a team of 3 direct and 2 cross-functional reportees. (India, US and Europe Markets)
 - Delivered 135+ Cr annual omni-digital revenue with 23% YoY digital growth.
 - Improved ROAS by 37% and revenue by 55% through omnichannel campaign optimisation.
 - Scaled monthly ad budget from 1.5 Cr to 3.5 Cr while maintaining target ROAS.
 - Managed all paid channels – Google, Meta, Programmatic, and app – including Lead Gen and store walk-in campaigns for 100+ locations.
 - Implemented Offline Conversions (OCAPI) for in-store walk-in and purchase tracking, and Local Inventory Ads in Google Merchant Center.
 - Built a Looker Studio data warehouse with Gemini-integrated AI reporting for daily, weekly, and monthly tracking.
 - Executed full O2O (Online-to-Offline-to-Online) customer lifecycle marketing and ran Lead Gen campaigns for high-ticket purchasers.
-  **Health & Glow** Bengaluru, India
Performance Marketing Manager 06/2022 - 01/2024
Managed end-to-end digital performance across e-commerce, 65+ retail stores, and private brand P&L. Drove user acquisition, retention, and omnichannel growth including 2-hour hyperlocal delivery. (Indian Market)
 - Grew retention revenue share from 16% to 29% at the organisational level.
 - Scaled private brand revenue 6x by building personalised skin test and product recommendation flows on the retention platform.
 - Implemented Local Inventory Ads in Google Merchant Center, increasing shopping impression discovery by 100x.
 - Executed hyperlocal programmatic campaigns (geo-fencing & polygon targeting) and full end-to-end 2-hour delivery implementation.
 - Designed gamification and loyalty campaigns – WhatsApp coupons, referral rewards, nth-purchase incentives – and built WhatsApp chatbots for customer self-service.
 - Scaled partnership acquisition via PayTM, CRED, PhonePe, and Google Pay; ran 70+ documented A/B tests for offer, creative, and communication incrementality.
 - Implemented MMP and app tracking, reducing tracking loss by 40%.
-  **Disney BYJU'S International** Bengaluru, India
Assistant Manager Growth Marketing 05/2021 - 06/2022
Drove North America growth for the Disney Learning joint venture. Managed performance campaigns from account setup to the first 3,000 paid customers across physical and app subscription products. (US & Canada Markets)
 - Managed app and web performance campaigns across Meta, Google, Amazon, DV360, and Pinterest.
 - Set up end-to-end AppsFlyer and SKAN (iOS attribution) with full CCPA and GDPR compliance.
 - Built marketing and business dashboards used in board-level cross-continent meetings; used data.ai insights to support five company acquisitions.
 - Led the first 1,000 customer acquisition sprint in coordination with product, tech, and communications teams across the US and India.

Experience



Galileo Global Education

Bengaluru, India

Assistant Manager Growth Marketing

12/2020 - 05/2021

Set up the full digital infrastructure for a newly onboarded company, covering accounts, CRM automation, and vendor management.

- Built digital ad accounts, CRM automation, and agency/vendor onboarding from scratch.
- Oversaw agency-executed campaigns and managed digital assets and brand presence.
- Managed lead generation campaigns across channels.
- Served as the single POC for all digital operations across internal and external stakeholders.



Swiggy

Bengaluru, India

Senior Executive Digital Marketing

09/2019 - 12/2020

Managed digital remarketing and user acquisition for Swiggy's food marketplace and new business verticals (Swiggy Stores & Staples B2B). Average monthly budget of 6 Cr, scaling to 40 Cr during IPL.

- Managed 6 Cr average monthly ad spend across Facebook, Google, Twitter, TikTok, and Programmatic; scaled to 40 Cr/month during IPL.
- Responsible for cost-per-reactivation, churn reduction, and CAC for new business verticals.
- Ran 25+ documented high-budget experiments to improve reactivations without relying on offers or discounts.
- Designed a Raffle campaign that encouraged users to voluntarily give up coupons, saving approximately 56 Cr in coupon discounts in a single quarter.
- Implemented a Sustainable Customer Behaviour Change framework to improve unit economics.



Cholan Tours - India

Tiruchirappalli, India

Digital Marketing Manager

07/2016 - 06/2019

Led full digital transformation for 3 brands across B2C and B2B verticals. Built the marketing function from scratch; promoted to team lead within the first year. (Europe, US, Canada, New Zealand, Australia & India Market)

- Achieved 6x ROAS on B2C and 25x ROAS on B2B campaigns.
- Launched a new B2C brand, generating an additional 7 Cr in annual revenue; drove 70x increase in enquiries after implementing a new digital strategy.
- Ranked 20+ generic keywords in top 5 positions and secured 30+ pages in position zero within one year through SEO.
- Implemented Lead Gen automation, online booking, a custom CRM, online payments, and white-label booking engines (hotels, flights, group tours, Darshan tickets).
- Built and managed a team of designers, developers, and content writers; expanded brand presence across Instagram, LinkedIn, WhatsApp, and influencer channels.

Education



Indian Institute of Management Bangalore

08/2019 - 09/2019

Executive Programme, Digital Marketing



College of Engineering Guindy, Anna University Chennai

06/2014 - 07/2016

Master of Business Administration (MBA), Tourism & Events






Sree Amman Arts and Science College, Erode

08/2011 - 06/2014

B.com, Commerce

Key Achievements

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|  AI-Automated Reporting
Built end-to-end AI automation for paid campaigns and Shopify, powered by Google BigQuery, surfacing patterns and answering business questions on demand. |  Digital Transformation
Led full-stack digital transformation across office suite, CRM, telephony, website, and server infrastructure. |  New Initiatives Dashboard
Designed a unified dashboard tracking P&L and campaign performance for new initiatives, giving leadership a single source of truth. |
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Languages

English Proficient

Tamil Native

French Beginner