Mohd Danish

PERFORMANCE MARKETING LEADER

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AT A GLANCE

10+ yrs
Performance marketing & growth

$300M+
Lifetime ad spend managed

~$500M
Revenue driven on Google, Meta and programmatic

INDUSTRIES

EdTech · OTT · Gaming · E-commerce · D2C · Healthcare · Media & Entertainment · AdTech

SKILLS

Google Ads · Meta Ads · Programmatic · Affiliate & influencer · Lifecycle marketing · MarTech & attribution · Media planning · Analytics · PRDs & product strategy · Stakeholder management · Team leadership · SEO & content · Claude MCPs & AI tooling

EDUCATION

B.Tech, 2016
Dr APJ Abdul Kalam Technical University

PROFILE

Performance marketing leader across EdTech, OTT, gaming, D2C and AdTech. I have run agencies, in-house growth teams and client accounts, managing over $300M in lifetime ad spend. I combine media, team leadership and measurement with product work, from PRDs to AI tooling built with engineering.

EXPERIENCE

Director of Performance Marketing & Product Strategy
Dec 2025 – Present

QuickAds

- Manage about **$3M a month** across Google and Meta for **10+ clients**, leading a distributed team of five.
- Doubled client ROAS within 60 days of taking over the accounts.
- Co-develop the product: write PRDs, contribute to UX flows, and feed client-side learnings into the roadmap alongside the product team.
- Build QuickAds' analytics platform: EVE, Catalogues, campaign automation and MCP development, including multiple Claude MCPs that connect the platform's data and actions to Claude.
- Lead the company-wide performance charter, setting the standards and playbooks that every client account runs on.

Head of Performance Marketing
Nov 2024 – Dec 2025

Stage

Regional-language OTT · team of 12 · ₹20 Cr monthly budget

- **Team build:** led a team of 12, including 6 performance marketers and 6 creative designers across video, copy and static.
- **Microdrama:** launched Stage's entry into the microdrama app category, against dedicated microdrama apps, and led the programme from inception to 30% of total MAU.
- **Two new markets:** launched Bhojpuri from inception, then Rajasthani after a pilot run. Bhojpuri grew into the platform's largest market.
- **Efficiency at scale:** cut subscription CAC from ₹800 to ₹250 and grew daily acquisition from 8,000 to 15,000 without increasing budget.
- **Website acquisition:** launched a web channel that scaled to roughly 25% of total daily acquisition.
- **MarTech rebuild:** rebuilt the stack from scratch (AppsFlyer, Firebase, GA4, Meta Pixel and CAPI, 3PO and 3CO, CleverTap) and brought data discrepancy across all channels and the backend under 5%.

Senior Manager, Performance Marketing
Jun 2023 – Sep 2024

Unacademy

- Led a team of six across five business units and 12 categories, accountable for 80% of the organisation's lead acquisition across 15 categories.
- Owned a monthly budget of ₹10–12 Cr across all performance channels at a ROAS of 2.5.
- Ran digital acquisition for flagship events including Aarambh 2024, UNSAT 2023 and Manzil 2024.
- Worked with 50+ media partners on user acquisition, re-engagement and retention campaigns.

EXPERIENCE · CONTINUED

Senior Manager, Performance Marketing
Aug 2021 – Jun 2023

Classplus

- Led a team of five that drove 60% of monthly client acquisitions at positive ROAS on every channel.
- Oversaw 500,000+ monthly visits generating 70% of inbound leads, and doubled lead-to-conversion with automated funnels.
- Led acquisition for Educators Summit 2022: 50,000 leads through influencer campaigns with Vivek Bindra at 3x ROI.
- Cut customer acquisition cost by 90% across Facebook Ads, blogging and product marketing.
- Built a blog of 800 articles drawing 70,000 monthly organic visitors, doubling sales productivity.
- Set up customer lifecycle management from scratch: WhatsApp chatbot, multichannel journeys, CRM integration and SQL-based reporting.

Digital Marketing Manager
Mar 2020 – Jul 2021

Ewar Games

- Led marketers, designers and analysts on campaigns that lifted user registrations 40%.
- Grew daily active users 35%, retention 20% and ROI 30% by scaling campaigns across channels.
- Owned senior management and external stakeholder relationships, and mentored junior marketers.

Co-founder and Team Lead
Dec 2018 – Mar 2020

HyperOnline

Digital marketing agency

- Co-founded the agency and led a team of seven managing ₹15 Cr in client ad budgets.
- Ran Google Ads, Facebook Ads, SEO, content and social for early-stage clients including Zivame, Instasolv, Sarla Fibres, Goenka Group and Slurp Farm.
- Reached breakeven in three months and grew the team to 12 on the back of client acquisition and long-term retainers.

Growth Hacker
Jan 2017 – Nov 2018

Truelancer

- Acquired 76,000 employers and 800,000 freelancers organically; 200+ Quora answers grew daily traffic from 3,000 to 15,000 in 15 months.
- Ran email marketing and Google AdWords (₹1 lakh a month), built high-converting landing pages, and drove B2B SEO and social.

Product Management Intern, Growth
Aug 2016 – Dec 2016

AskIITians

- Worked in the product team on the Android app launch and drove the first 100K downloads in 21 days, fully organic.