

VISHWAS MISHRA

Digital Marketing Manager

- Haridwar , Uttarakhand
- +91-7505070085
- vishwasmishramca@gmail.com
- Website : www.thevishwasmishra.online

Result-driven Digital Marketing Manager with X years of experience in performance marketing, SEO, social media, and brand strategy. Skilled in driving lead generation, improving ROI, and enhancing brand visibility through data-driven campaigns and cross-channel marketing strategies. Experienced in team leadership, marketing automation, and analytics to optimize conversions and business growth.

WORK EXPERIENCE

► Minakshi Laboratories Pvt. Ltd. | Digital Marketing Manager

Jan 2025 – Present

- Planned and executed multi-channel campaigns that increased lead generation by 45% within 3 months.
- Managed monthly ad budgets of ₹50,000–₹3,00,000, achieving ROAS of 3–4x.
- Improved organic traffic by 40% through SEO, content strategy, and technical optimization.
- Built and optimized landing pages that increased conversion rates by 25%.
- Executed end-to-end digital marketing campaigns independently, including content creation, design, and paid advertising, achieving measurable business results.
- Developed brand-wide content calendar improving social media engagement by 30%.
- Implemented automation workflows that reduced manual workload by 20%.
- Launched influencer partnerships delivering 1–2 million reach and 30% engagement boost.
- Conducted competitor analysis & market mapping to fine-tune digital growth strategies, resulting in better targeting and 20% more qualified leads.

► Angia Rx Life Science Pvt. Ltd. | Digital Marketing Executive

Jan 2024 – Jan 2025

- Managed company social media accounts and posted regular updates to engage audience.
- Assisted in creating basic digital content, including banners, posts, and emails.
- Monitored website traffic and social media metrics to track performance.
- Supported online campaigns and promotions on Google and social media.
- Helped maintain product listings and online brand presence.

► Think & Learn Private Limited | Business Development

Aug 2022- Dec 2023

- Managed daily sales targets, consistently achieving or exceeding monthly goals.
- Identified and prospected new business opportunities through cold calls, emails, and client meetings.
- Built and maintained strong relationships with clients, ensuring repeat business and customer satisfaction.
- Prepared and presented sales reports, forecasts, and market analysis to track performance and improve strategies.
- Collaborated with the marketing team to promote products/services and implement campaigns.

ACHIEVEMENTS

- Grew brand's digital presence from **Zero** to **5k** followers across platforms.
- Achieved **top 3 Google ranking** for major high-intent keywords.
- Reduced **CPA** by **50%** through funnel optimization & audience segmentation.
- Launched successful product campaigns generating **₹900 Thousand** revenue in 60 days.
- Master of Computer Applications (MCA), Uttarakhand Technical University – **University Topper**

CORE SKILLS

- Performance Marketing (Meta, Google Ads)
- SEO (On-page, Off-page, Technical)
- Social Media Strategy & Management
- Content Planning & Analytics
- Email & Automation (Mailchimp, Zoho)
- CRO (Conversion Rate Optimization)
- Brand Positioning & Campaign Strategy
- Marketing Automation
- Web Analytics (Google Analytics, Search Console)
- Influencer & Affiliate Marketing
- WordPress / Landing Page Optimization
- Budget Planning & KPI Tracking
- **Website Development**

TOOLS & PLATFORMS

- Google Ads, Meta Ads Manager, LinkedIn Ads
- Google Analytics , Search Console, Tag Manager
- WordPress, Other Website Builders
- Mailchimp, Zoho
- Canva, Figma
- Ahrefs, SEMrush, Ubersuggest
- Hostinger , Buffer
- Excel / Google Sheets (Reports & Dashboards)

EDUCATION

Master of Computer Application

2018 - 2021

- Uttarakhand Technical University | 85 %

Bachelor of Science (B.Sc.)

2014-2017

- Mahatama Jyotiba Phule Rohailkhand University | 55 %

Intermediate

2014

- U.P. Board | 84%

High School

2012

- U.P. Board | 82%

CERTIFICATIONS

- Google Ads Search Certification (Google Skillshop)
- SEO Fundamentals (by SEMrush Academy)
- Content Marketing Certification (Coursera)
- Meta Blueprint Certification (Facebook & Instagram Ads)
- LinkedIn Marketing Solutions Certification

PERSONAL DETAILS

- **Name :** Vishwas Mishra
- **Father's Name :** Mr. Anil Kumar Mishra
- **D.O.B. :** 03/10/1996
- **Aadhar Card No :** 2948-2390-4936
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- **Website :** www.thevishwasmishra.online

Date :

Place :