

Srijan Mishra

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CAREER SUMMARY

Hi, my name is Srijan, I also go by the name Shivam. I am an experienced and results-driven Digital Marketing Head/Manager with almost 8 years in creating and driving exceptionally successful campaigns, leading social media projects, and managing teams. Proven ability to raise brand awareness, drive lead generation, and boost engagement using digital channels. I am acclaimed for my skills in SEM, SEO, Social Media Marketing, Content Marketing, Email Marketing Web development, Graphic Design, and also Video Production & Direction.

SKILLS AND STRENGTHS

- **Digital Marketing:** SEO, SEM, SMM, Email Marketing, Content Marketing
 - **Social Media Marketing:** Social media strategy, content creation, community management, paid advertising
 - **Content Marketing:** Content strategy, blog writing, article writing, social media content creation
 - **SEO:** Keyword research, website optimization, backlink building
 - **SEM:** Paid advertising campaigns (Google Ads, Facebook Ads)
 - **Web Development:** HTML, HTML5, WordPress, CSS, JavaScript (basic)
 - **Graphic Design:** Social media graphics, brochures, branding, presentations
 - **Video Production:** Video direction, video editing, video marketing
 - **Team Management:** Leading and motivating teams, delegating tasks
 - **Communication:** Excellent written and verbal communication skills
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PROFESSIONAL ACCOMPLISHMENTS

- Generated over 180 % revenue splurge from ad spends through Meta platforms, Email marketing & WhatsApp marketing
- Organically became part of one Twitter campaign in the 'Trending List' for two days.
- Produced powerful ad scripts and efficiently directed several ad films for different clients with the result of successful
- Received appreciation from Apple Inc. for having identified a security vulnerability that is covered as a feature on their official website.
- Took charge of digital marketing campaigns with more than 25 million Play-Store downloads and an outstanding average increase of over 1000% for client projects.
- Created go-to-market strategies which resulted in a 600% rise in brand awareness and over 1000 leads in 6 months.
- Forged strong ties, resulting in 35% more new client acquisitions and multiple wins on the partners' side.
- Strategies applied aimed at hitting a 47% jump in website visitors, a 120% gain in social media followers, and a 6% rise in engagement

WORK HISTORY

Sr. Marketing Manager | Cheers Infinity | Oct 2022 - March 2024

- Conducted thorough market research and devised a comprehensive go-to-market plan, integrating PPC, SEO, SEM, and SMM strategies, leading to expanded client reach and the successful launch of new services.
- Orchestrated multiple highly successful digital marketing campaigns, employing PPC advertising and SEO optimization, resulting in over 25 million downloads on the Play Store.
- Provided strategic guidance to a diverse marketing team, implementing effective SEM tactics, and achieving a remarkable average increase of over 1000% for client campaigns.
- Developed and maintained robust relationships with key stakeholders, including media partners, agencies, and industry influencers, employing SMM tactics to enhance brand reputation and drive strategic partnerships.
- Led business development efforts incorporating SEM strategies, generating a notable 35% increase in new client acquisition.

Sr. Marketing Executive | Dimension NXG - AjnaLens | Dec 2021 - Oct 2022

- Developed a go-to-market strategy that utilized PPC, SEO, and SMM, increasing brand awareness by 20% and generating over 1000 leads in 6 months.
- Created and managed comprehensive social media marketing strategies for Facebook, Instagram, Twitter, LinkedIn, and YouTube, incorporating SMM best practices.
- Implemented SEM strategies resulting in a 47% increase in website traffic and elevated engagement rate from 0.5% to 3%.
- Worked on growth hacking strategies, product development, marketing collateral, and content calendars.
- Was actively part of the business and product development team and successfully launched multiple products and services

Social Media Manager/Content Writer | MirrAR - Styledotme | Jul 2021 - Dec 2021 (Tenure-based)

- Conducted market research for US and UAE markets, launching a comprehensive digital marketing campaign incorporating PPC and SEO, generating over 75 leads in 9 days.
- Developed content marketing strategies that integrated SMM and increased social media followers by 120%.
- Created engaging content employing SEM best practices, resulting in a 6% increase in social media engagement.
- Optimized existing content to increase visibility and engagement on social media platforms using SEO techniques.

Brand Creative Manager | Starconnect Entertainment | Mar 2020 - Feb 2021

- Creating presentations and working on pitches for sports brands.
- Managing & supervising the creative teams, getting the deliverables, creating content marketing strategies, content calendars, and writing copies.
- Managing the client relationship and working on business development strategies.
- Worked on the web page UI/UX, wrote blogs, and worked on SEO.
- Developed creative marketing strategies to increase brand awareness and promote products
- Successfully launched digital distribution of sports events and delivered promotions for maximum engagement.

Associate - Digital Strategy, | EveryMedia | Sep 2019 - Mar 2020

- Conducted research on emerging trends in digital content, informing content strategy decisions and incorporating SEO best practices.
- Strategized and created content calendars for multiple celebrity and movie accounts, employing SMM strategies.
- Managed successful movie campaigns, both National and International, integrating PPC advertising and SEO optimization from ideation to execution.
- Executed influencer marketing strategies incorporating SMM and handled exhibition campaigns, social media ads, and ad creatives.
- Conducted basic photo shoots, and photo-editing, and created videos for Instagram and Facebook stories, incorporating SMM and SEO techniques.

Marketing Lead - Founding Team | Mishicho - The Clothing Label | Oct 2017 - Aug 2019

- Spearheaded the creation of the brand's website, and Google My Business page, and strategically managed various social media pages, implementing SEO strategies for optimal visibility.
- Formulated and executed comprehensive digital and offline marketing strategies, incorporating PPC advertising, SEO optimization, and SMM techniques, ensuring a cohesive brand presence across channels.
- Managed end-to-end exhibition campaigns, seamlessly integrating digital and offline marketing efforts to maximize reach and engagement.
- Developed compelling social media ads and ad creatives, utilizing PPC and SMM best practices to enhance brand visibility and drive customer engagement.
- Proactively engaged with influencers, developing and executing impactful influencer marketing strategies to extend the brand's reach and credibility.
- Led and participated in basic photo shoots, photo-editing, and video creation for Instagram and Facebook stories, aligning content with the brand's image and leveraging SEO techniques for enhanced discoverability.

EDUCATION

- **Bachelors in Business Administration** - 2016 | Jagran Lakecity University, M.P.B.O.U, Bhopal
- **Diploma in Digital Marketing** - Aug 2018 | IIDE, Mumbai

Languages

- **English** - Native Speaker
- **Hindi** - Native Speaker
- **Japanese** - Beginner