

Stuti Mishra, Results-Driven Digital Marketer

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PROFILE

Experienced Digital Marketing Manager with 7 Years of extensive experience building, maintaining, and running successful digital marketing campaigns. Bringing forth broad marketing knowledge, coupled with focused campaign experience.

SKILLS

Social Media Marketing	Experienced	Google Analytics	Experienced
Search Engine Optimisation	Experienced	Industry Trends & Sales Forecasting	Skillful
Google Search Ads	Experienced	Project Management Skills	Skillful
Google Display Ads	Experienced	Social Media Management	Experienced
Affiliate Marketing	Skillful		

EMPLOYMENT HISTORY

May 2021 — Nov 2023

Entrepreneur in Residence, CollegeDunia Private Limited

Gurgaon, India

- Designation- **Entrepreneur in Residence (Team Lead)**
- Managed **Zoutons.ae & Zouton.com**

Accountable for overseeing substantial organic growth and revenue enhancement within the domain, while simultaneously cultivating and managing exclusive partnerships with esteemed international clients in the United Arab Emirates (UAE) and the United States (US).

- Effectively amplified organic revenue within the domain, spearheading an extraordinary growth trajectory of 20x, while concurrently achieving a remarkable 290% increase in organic sessions from January to October 2023.

Awards- Awarded with Employee of the Quarter 2023 (First Financial Quarter)

Responsibilities-

- Managed a team of 12 individuals for Zoutons UAE & USA.
- Oversaw and managed organic growth of more than 283 US & UAE based stores.
- Executed regular press releases and online PR for Zoutons in both India and the US.
- Identified and planned opportunities for enhancing client campaign performance.
- Managed content strategy, on-page efforts, and social media initiatives & planned and executed search engine campaigns to drive targeted traffic.

Jul 2016 — Apr 2021

Digital Marketing Manager, Conceptualise

Gurgaon, India

Designation- **Digital Marketing Manager**

Managed Various Industries such as Automobiles (**Bajaj Automobiles & KTM Bikes**) Health and Wellness, Education (Edyoda), E-books, IT Software, Real Estate, Telecommunications, Media & Events, Insurance & Finances, Electronics (**Lenovo**)

- During the period spanning from June 2020 to November 2020, I effectively nurtured approximately 250,000 leads within the Northern Belt region for **Bajaj Automobiles**. This accomplishment was primarily achieved through strategic social media campaigns on platforms such as Facebook, Instagram, and YouTube, coupled with adept utilization of Local Business Optimization techniques, notably Google My Business (GMB).
- Between July 2020 and October 2020, I initiated online campaigns on Instagram and Facebook, resulting in the distribution of an impressive 20,000 to 30,000 leads for **KTM Bikes**.
- Achieved a remarkable 200% growth in eCommerce sales for a Kid Clothing Company.

Awards- Awarded with **Employee of the Year 2020** for delivering the most profitable online campaigns.

Responsibilities-

- Built and nurtured customer and stakeholder relationships.
- Collaborated with internal teams to address customer needs & strategized to achieve specific business plans.
- Introduced new web designs, development ideas, SEO techniques, monitored industry trends, competition, and service reviews.
- Conducted competitor assessments and recommended process improvements.

EDUCATION

Jan 2018 — Jan 2021	Bachelor of Arts, University of Mumbai	Mumbai, India
Jan 2013 — Jan 2015	Secondary Education, Aditya Birla Public School Grade- 86%	Jharkhand, India
Jan 2013	Aditya Birla Public School Grade- 9.2 CGPA	Jharkhand, India

LANGUAGES

English

CERTIFICATIONS

May 2022 **The Fundamentals of Digital Marketing, Google Digital Garage**