

Ananya Mishra

Creative Marketer



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Gurugram, Haryana



29/07/2002



Ananya Mishra



Professional Portfolio

PROFILE

Storyteller with a marketing brain. I make photos, videos, and designs that not only look amazing but also strategically connect with your audience and boost your brand.

PROFESSIONAL EXPERIENCE

Social Media Executive, *Flow Sports Life*

10/2024 – 09/2025 | Gurugram, India

Digital Marketing Intern,

Tata AIG General Insurance Company Limited

07/2024 – 09/2024 | Lakhimpur, India

Relationship Manager,

Mahindra Holidays & Resorts India Limited

07/2023 – 06/2024 | Mumbai, India

EDUCATION

Institute of Hotel Management Catering Technology and Applied Nutrition, Bachelor in Hotel Management

10/2020 – 05/2023 | Mumbai, India

St. Don Bosco School, Higher Secondary

04/2018 – 03/2020 | Lakhimpur Kheri, India

SKILLS

- Social Media Marketing (SMM)
- Photography & Videography
- Graphic Designing
- Copywriting
- SEO/SEM

CERTIFICATES

• The Digital Marketing Revolution

• Marketing in a Digital World

• lululemon - Omnidigital Marketing

• Digital Marketing Analytics in Practice

• Google Ads for Beginners

KEY HIGHLIGHTS

- Spearheaded visually captivating social media campaigns across sports coaching sector, fintech sector, cafes, restaurants, and bakery houses, elevating brand identities with quirky, mouth-watering narratives that boosted engagement by over 150%.
- Orchestrated successful collaborations with mini influencers and content creators, crafting authentic, buzz-worthy content that amplified community trust and spurred a 55% increase in organic reach.
- Engineered comprehensive marketing strategies merging creative flair with analytical insight, transforming local culinary brands into top-of-mind experiences in competitive markets.