

Siddharth Mishra

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Portfolio Link: www.behance.net/msidd4444ebd3

PROFILE

Integrated Marketing Communications professional with 6 years of experience specializing in advertising, food & beverage, retail, telecom & IT industry. Driven & results-oriented; possess excellent communication, organizational & interpersonal skills; combined with solid brand management & creative agency background. Highly adaptable & personable individual, with global perspective & exceptionally acute multicultural understanding.

SUMMARY OF SKILLS

- Multilingual with fluent communication skills in English, Hindi, Bengali and Gujarati languages.
- Proficient in a variety of software programs including: Adobe Illustrator, Adobe Photoshop, MS Office
- Experienced in dealing with different cultures & nationalities.

PROFESSIONAL EXPERIENCE

Business Development Manager, Cosmic Infotech Ltd.

Oct. 2019 – Mar. 2020

Ahmedabad, India

- Pitched corporate/institutional prospects directly
- Developed & managed the dealer network for HYPERVSN
- Signed up 3 channel partners within two months of joining

Marketing Executive (International Business), Vadilal Industries Ltd.

Mar. 2018 – Aug. 2018

Ahmedabad, India

- Developed integrated marketing campaigns to promote the brand 'Vadilal Quick Treat' in the U.S.
- Conducted research and analyzed data to identify and define audiences
- Wrote and proofread creative copy for various marketing collaterals

Copywriter, Isobar India

Feb. 2017 - Feb. 2018

Mumbai, India

- Wrote copy and for the digital department of Viacom 18, ICICI Bank CSR, Oxemberg, Indian Blue Book, DHFL, eBay India and Mahindra Automobiles
- Pitched for the digital account of CEAT Tyres and won it from Ogilvy India

Jr. Copywriter, L&K Saatchi & Saatchi

Aug. 2015 - Jan. 2017

Mumbai, India

- Conceptualized visual & copy ideas for the digital account of Renault, Script by Godrej and Dr. Reddy's (Mintop, Hairrootz & Nise D-Gel)

Co-Founder, Future Buddha Media & Events

Sep. 2012 – Mar. 2015

Ahmedabad, India

- Organized “**Innovacion**” for Gujarat Innovation Society in AMA in 2013
- Supervised distributor meets for IBM, CISCO, Redington and HP in Gujarat
- Concept designing for on-field sales promotion for Coca-Cola during Indian Premier League in Ahmedabad

Siddharth Mishra

Event Coordinator (Internship), Duke University

May 2012 – Jun. 2012

Mysore, India

- Facilitated co-curricular activities & implemented the residential mission of Duke TIP

EDUCATION

Post-Graduation, Integrated Marketing Communications

Sept. 2018 - Aug. 2019

Conestoga College, Kitchener ON

- IMC Capstone plan for the client – Guelph Print

Bachelor of Business Administration,

Sept. 2012 – May 2015

Amity University, India

- Specialized in Marketing
- Dissertation on 'A comparative analysis of Facebook and Twitter as marketing tools' during my final year of BBA at Amity University

AWARDS

- Team Leader representing Amity Global Business School, Ahmedabad at CONCOURSE Management Summit 2014-2015 – A management summit organized by B. K. Majumdar College in Ahmedabad
- Secured 2nd position for Debate Competition at CONCOURSE Management Summit 2014-15