



Suraj Mishra

Digital Marketing & Content Strategist

“Turning Ideas into Impactful Campaigns”

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Core Skills	Content Creation · Google Ads · Social Media & Digital Marketing · Email Campaigns
Industry Experience	Education (Sharda University), Hospitality (ITC), Student Housing/Hostels
Certifications	Google Ads · HubSpot · Facebook Blueprint

Let's grow your brand with data-driven creativity.

About Me

I am a results-focused digital marketer skilled in content creation, Google Ads, social media campaigns, and email marketing. I've executed campaigns for education, hospitality, and student housing—aligning creative with performance to drive brand visibility and measurable outcomes. My approach blends audience-first strategy, clean creatives, and clear reporting so stakeholders always see the impact.

Core Skills

- Content Creation — Social posts, ad copy, visuals.
- Google Ads — Search & Display setup, optimization, and reporting.
- Social Media & Digital Marketing — Instagram, Facebook, LinkedIn campaigns.
- Email Campaigns — Planning, copy, segmentation, and follow-up automation.

Tooling & Platforms

Google Ads, Meta Business Suite, basic HubSpot & Mailchimp, Canva, Google Analytics (foundational).

Campaign Highlights

Sharda University — College Event Promotion

Objective: Increase student participation and on-campus engagement for a flagship event.

My Role: Content creation, ad targeting, and event-day social coverage.

Approach: Created a content calendar, reels and stories, and geo-targeted ads to reach students.

Outcome: Higher footfall and engagement versus previous events; strong social reach and interactions.

Hostel Promotion — Student Accommodation

Objective: Boost inquiries and bookings among college students at nearby campuses.

My Role: Planned and executed social ads, managed inbox queries, coordinated with student reps.

Approach: Targeted lookalike audiences, optimized creatives for mobile, highlighted offers and proximity.

Outcome: Increased inquiry volume and improved conversion quality from social channels.

ITC — Hospitality Brand Support

Objective: Support brand visibility and event marketing initiatives for hospitality vertical.

My Role: Managed ad creatives, coordinated content rollout, aligned messaging with brand guidelines.

Approach: Used a mix of organic content and paid boosts, focusing on premium experiences.

Outcome: Positive brand lift indicators; improved engagement on key posts.

Certifications

- Google Ads Certification
- HubSpot (Content/Email Marketing) — foundational
- Meta/Facebook Blueprint — foundational

Testimonials

“Suraj supported our university event marketing with creative ideas and responsive execution. We saw strong student engagement throughout the campaign.” — Sharda University (reference available on request)

Contact

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Website: Coming soon • Location: India

Open to full-time roles, freelance projects, or retained campaigns.

Let's discuss your next campaign today.