



VISHNU ANAND

Lead

PROFILE SUMMARY

Accomplished Content Marketing Professional with 7+ years of experience in SEO, Google AdWords, and Content Strategy Development. Successfully navigated competitive markets, achieving growth and enhancing brand visibility. Expert in leading content development initiatives, ensuring brand consistency and driving engagement across channels. Proficient in using data-driven insights to optimize content strategies, resulting in improved customer engagement metrics and satisfaction levels. Collaborates with cross-functional teams to execute integrated marketing campaigns. Recognized for cultivating brand loyalty and high customer retention rates. Skilled in market analysis and trend research, identifying emerging opportunities for business growth in the digital landscape.

EDUCATION

2026	MBA/PGDM University of Mysore, India
2014	B.A Christ University, India

WORK EXPERIENCE

PERSONAL INFORMATION

- Email
anandvishnu697@gmail.com
- Mobile
(+91) 6361090529
- Total work experience
7 Years 0 Month

KEY SKILLS

- market research
- market analysis
- digital marketing
- campaign management
- content management
- marketing
- google analytics
- content writing
- social media marketing
- email marketing
- content development
- marketing communication
- brand management
- product marketing

OTHER PERSONAL DETAILS

- City
Bengaluru
- Country
INDIA

LANGUAGES

- ENGLISH
- KANNADA
- HINDI
- Malayalam
- Tamil

Mar 2022 - Present

Lead

PwC

Leading strategic initiatives to provide operational support and consulting services to clients in various industries. Developing and implementing effective content strategies to enhance brand visibility and engagement across digital platforms. Collaborating cross-functionally to execute marketing campaigns and initiatives, ensuring alignment with organizational goals. Conducting thorough keyword research and analysis to optimize content for search engines and improve organic visibility. Monitoring and analyzing performance metrics to track the effectiveness of marketing efforts and making data-driven recommendations for improvement. Providing insights and recommendations based on market research and analysis to identify growth opportunities and emerging trends. Managing client relationships and serving as a trusted advisor; delivering high-quality solutions and driving client satisfaction. Staying updated on industry trends and best practices in digital marketing to ensure PwC remains at the forefront of innovation. Mentoring and coaching junior team members, fostering their professional development and contributing to a collaborative team environment. Continuously evaluating and refining processes and strategies to optimize efficiency and effectiveness in delivering client solutions.

Jan 2021 - Mar 2022

Senior Associate

Landmark Group

Spearheaded content development strategies for multiple brands, ensuring consistent brand messaging across all channels. Utilized data-driven insights to identify content gaps and opportunities, resulting in significant increases in engagement and social media following. Coordinated with various teams to develop integrated marketing campaigns, fostering brand loyalty and customer retention.

Jun 2018 - Aug 2019

Senior Associate

Amazon Development Center

Managed end-to-end content marketing campaigns for Amazon Marketing Services, including ideation, creation, distribution, and performance tracking. Established content calendars and editorial schedules to maintain a consistent flow of content across multiple channels. Leveraged customer feedback and market research to optimize content strategies, leading to enhanced customer engagement and satisfaction.

Jan 2017 - Jun
2018

Digital Marketing Associate

Infiniti Research

Provided vital support to the marketing team in content development, encompassing blog posts, press releases, and website content. Collaborated closely with sales and product teams to create targeted content assets, driving lead generation and sales enablement activities. Implemented marketing automation tools to streamline content distribution and lead nurturing processes, resulting in a significant increase in marketing qualified leads (MQLs).

Dec 2015 - Dec
2016

Assistant Editor

CIO Review Magazine

Assisted in editorial planning and content creation for a leading technology publication, ensuring high-quality and engaging content. Supported the marketing team in various tasks, including email campaigns, event planning, and social media management. Conducted thorough market analysis and trend research to identify emerging topics and opportunities for content creation, leading to a notable increase in website traffic and subscriptions.