

Neha Mishra

Kitchener, ON

nehamishra89818@gmail.com, +1 (647) 718 4199, <http://www.linkedin.com/in/neha-mishra-0016b3201>

PROFESSIONAL SUMMARY

I'm a results-driven digital marketer with over five years of hands-on experience in social media management, content creation, and CRM strategies. I've led campaigns that boosted engagement by 70% and drove measurable sales growth through data-driven strategies. From crafting viral TikTok content and building high-converting email campaigns to optimizing websites for SEO, I thrive on turning creative ideas into impactful results. My passion lies in staying ahead of trends, building strong brand voices, and creating meaningful connections with audiences. Whether working on the British Council's education campaigns or enhancing the digital presence of restaurants like Tres, I adapt marketing strategies that resonate across industries.

SKILLS

- **Social Media Management:** Expertise in managing TikTok, Instagram, Twitter, Facebook, and LinkedIn to drive traffic, sales, and engagement, A/B Testing, KPI Tracking, benchmarking
- **Stakeholder Engagement:** Liaising with program managers, agencies, and teams to develop marketing initiatives
- **Digital Media:** Leveraging social media trends, blogs, reports, and press releases, CRM (HubSpot, Salesforce), Google Analytics, Adobe Creative Suits, Canva
- **Marketing Strategy & Growth Initiatives:** Market analysis, campaign development, product expansion, influencer marketing

EDUCATION

Ontario Graduate Certificate, Strategic Marketing Communication, Conestoga College **April 2025**

Bachelors, Business Administration- Marketing, Shri Shikshayatan College **December 2017**

PROFESSIONAL EXPERIENCE

Sales Associate, Tommy's, Cambridge, Ontario [link](#) **September 2023 - Present**

- Built a loyal customer base by engaging with over 1,000 customers, increasing repeat visits by 20% through personalized service initiatives.
- Resolved 90% of customer complaints within the same day, improving satisfaction scores by 75%.
- Acted as manager on duty, delegating tasks to 5 team members and coordinating vendor relationships to ensure timely deliveries.
- Improved vendor relationship management, reducing inventory shortages by 15%.

Customer Service & Sales Manager, British Council [Link](#) **July 2018 – August 2023**

- Collaborated with the operations team to optimize workflows, reduce resolution time by 30%, and improve customer satisfaction by 80%.
- Managed customer databases and CRM tools (Salesforce), enhancing communication efficiency and client retention by 95%.
- Spearheaded strategic sales initiatives that increased revenue by 20% year-over-year, leveraging consumer insights and data-driven decision-making.
- Led a regional email marketing campaign, achieving a 55% increase in quarterly sales through consistent prospect

communication and data-driven outreach.

- Streamlined operational workflows, saving \$20,000 annually in labor costs while enhancing customer satisfaction.
- Examined NPS and CSAT scores from over 40,000 responses to identify growth opportunities and enhance brand perception.
- Developed compelling presentations and marketing decks for stakeholders, contributing to impactful communication with executives and key partners.

Event & Brand Marketing Lead (Intern), Tres [Link](#)

November 2021 – October 2022

- Tracked social channels, driving a 15% increase in campaign conversion rates through targeted content strategies and audience engagement.
- Created viral Instagram Reels (e.g., chef interviews, recipe tutorials), boosting engagement by 40% and attracting 1,500+ followers in 3 months.
- Monitored and resolved negative reviews within 2 hours, improving Google ratings from 4.2 to 4.7 stars.
- Worked with 5+ local food influencers to create campaigns that were repurposed into email newsletters, helping grow the CRM database by 30%.

PROJECTS

HubSpot Micro internship Project [Link](#)

- Launched a LinkedIn campaign that generated valuable leads for a B2B client “Stretch-n-grow”, increasing brand visibility and engagement by 70%.
- Created and optimized landing pages, banners, and email campaigns using best practices, resulting in higher click-through rates.
- Implemented SEO-driven content strategies that increased website traffic and engagement.
- Monitored competitor emails, apps, and websites to identify learning opportunities and refine campaign strategies.

ACHIEVEMENTS

- Designed and executed a regional email marketing campaign for the British Council that boosted quarterly sales growth by **35%**.
- Expanded Tres’ email list by 30% using influencer collabs and giveaways.
- Achieved 100% on-time delivery for marketing materials at Tommy’s during peak campaigns.