



ABHISHEK MISHRA

As a dedicated and results-driven professional, With a proven track record of work experiences, I am committed to delivering excellence, driving innovation, and fostering collaborative solutions that lead to tangible results. My dedication to continuous learning and adaptability to dynamic work environments allow me to thrive in fast-paced corporate settings. I am passionate always eager to contribute to the success and growth of the organizations I serve.

+91-9009414769

abhishekmishra6926@gmail.com

28 Maa Sundar Nagar, Sater Road Kishanganj, MHOW

EDUCATION

Bachelor of Journalism

Devi Ahilya Bai Vishwavidyalay, Indore
2016-2019

SSC

Army Public School, MHOW
2013-2016

EXPERTISE

Content Strategies & Analysis
Content Management
SEO, SMO&SMM
Brand positioning
Marketing Analytics
Marketing Plan
Client Relationship Management
Team Leadership
Strategic Planning
Business Process Improvement
Operations Management
Designing

LANGUAGE

English

Hindi

Experience

May 2023 - Present Nexyzo Technologies Pvt. Ltd - Hyderabad Business Development Manager

- **Planning and Execution:** Developing and managing project plans, ensuring timely delivery of milestones and objectives.
- **Team Leadership:** Leading cross-functional teams, fostering collaboration and ensuring efficient utilization of resources.
- **Budget Management:** Monitoring project budgets, controlling costs while ensuring high-quality deliverables.
- **Risk Assessment:** Identifying potential risks and devising mitigation strategies to ensure successful project outcomes.
- **Stakeholder Communication:** Maintain clear and consistent communication with internal teams and external stakeholders, providing regular updates on project progress.
- **Client Relationship Management:** Build and maintain strong relationships with clients, addressing their needs and concerns.
- **Team Collaboration:** Collaborate with various departments to ensure smooth business operations and effective communication.

July 2022 - May 2023 Falcon Group Of Companies - Hyderabad Content Team Lead

- **Performance Analysis and Optimization:** Utilize analytics tools to measure content performance and audience engagement. Identify trends, insights, and areas for improvement, adjusting content strategies accordingly.
- **Cross-Functional Collaboration:** Collaborate with marketing, design, and other departments to align content with overall business objectives. Foster communication and coordination between teams for seamless content integration.
- **Operational Strategy and Planning:** Develop and implement operational strategies that optimize efficiency and effectiveness. Streamline processes and workflows to enhance overall operational performance.
- **Team Management and Development:** Leading and managing operational teams, fostering a culture of accountability and excellence. Provide guidance and support to team members, facilitating their professional growth. Implement performance metrics and conduct regular evaluations.
- **Process Improvement:** Identifying areas for process improvement and implement streamlined workflows. Monitor key performance indicators (KPIs) to assess process effectiveness. Implement best practices to enhance operational efficiency.

May 2021 – July 2022
Cointrade India – Hyderabad
Sr. Content Writer & Editor

- **Content Creation:** Proficient in crafting compelling and audience-centric content for diverse platforms.
- **SEO Optimization:** Strong understanding of SEO principles and proven experience in optimizing content for search engines.
- **Social Media Management:** Familiarity with various social media platforms and expertise in creating content tailored to each channel.
- **Analytics Tools:** Competency in using analytics tools to track and analyze digital marketing and content performance.
- **Creative Thinking:** Ability to blend creativity with data-driven insights to produce impactful content and marketing campaigns.
- **Collaboration:** Effective collaboration with cross-functional teams, including marketing, design, and sales.

Oct 2020– May 2021
Appedus
Publisher & Editor

- **Proofreading and Editing:** Proficient in the detailed review and correction of written content.
- **Writing Skills:** Strong content creation skills, demonstrating creativity, clarity, and adherence to objectives.
- **Collaboration:** Effective communication and collaboration with content writers and other team members.
- **Knowledge of Style Guides:** Familiarity with industry-standard style guides such as AP, Chicago, or specific client guidelines.
- **Time Management:** Efficiently manage time and prioritize tasks to meet tight deadlines.
- **SEO Optimization:** Understanding of basic SEO principles to optimize content for online visibility.

Jan 2019 – Oct 2020
Medianiti Pvt Ltd
Content Writer & Editor

- **Proofreading and Editing:** Proficient in the detailed review and correction of written content.
- **Writing Skills:** Strong content creation skills, demonstrating creativity, clarity, and adherence to objectives.
- **Collaboration:** Effective communication and collaboration with content writers and other team members.
- **Content Optimization:** Collaborate with content writers to optimize content for SEO and reader engagement.
- **Time Management:** Efficiently manage time and prioritize tasks to meet tight deadlines.
- **SEO Optimization:** Understanding of basic SEO principles to optimize content for online visibility.
- **Deadline Management:** Adhere to tight deadlines for proofreading and editing tasks. Efficiently manage workload to ensure timely delivery of error-free content.