



BRAND BUILDING & COMMUNICATIONS
MARKETING STRATEGY
SOCIAL MEDIA MARKETING
CUSTOMER EXPERIENCE | CUSTOMER RELATIONSHIP MANAGEMENT
CONTENT STRATEGY | VIDEO MARKETING
INFLUENCER MANAGEMENT
PUBLIC RELATIONS | CLIENT SERVICING

Vishnu Priya Mishra

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ABOUT

VishnuPriya Mishra is an Ex-Corporate turned Brand Marketing & Communications consultant with 8+ years of work experience. Her past experience includes working with clients like Burger King, FreeCharge, Xbox India, Luminous Power Technologies, Tata, Ziff Davis to ensure impactful marketing & brand building across various social & digital touch points.

CURRENT PORTFOLIO

- Marketing Strategist and Communications Specialist with humminglive since Sept' 17
- Social Media Marketing for Rubix Data Sciences Private Limited
- Brand Marketing for Workex Solution and Services
- Communications and Social Media Management for Hindustan Times, CEO since August '18

- Public Relations and Influencer Account Management for Mr Samiran Ghosh, Independent Consultant and Advisor, Mckinsey Digital

PAST PORTFOLIO

- Social Media Marketing and Audience Development for Ziff Davis B2B digital publications: MarTech Advisor, HR Technologist
- Social Media Marketing for Glocal HealthCare

EXPERIENCE

humminglive – Marketing and Communications Specialist, Pune
[September 2017- present]

humminglive is a definitive curated market network that helps modern and digital era enterprises communicate their positive impact with transparent, relevant and actionable content solutions

Engagement with founders and business owners to provide comprehensive communication solutions covering ideation, client engagement, solutioning, and fulfillment

Mapping customer journey at various touch points to ensure seamless customer experience

Developing a solution matrix of videos, social media and marketing ideas

Special focus on tech-creative and immersive solutions

Engaging with diverse creative talent to deliver content solutions

Autumn Worldwide – Associate Brand Director, Bangalore
[April 2016 – April 2017]

As Account director managed a team of 5 people and crafted the social and digital strategy for – Xbox India, Luminous Power Technologies, FreeCharge, Tata Gluco Plus, Northeastern University

New business development and pitches

Social media campaigns across channels for all 5 brands

Worked with influencers & bloggers for content creation and dissemination, worked with native digital platforms

Experience in video production & marketing

Worked with the team to execute mailer marketing campaigns, adwords, SEM, ORM & media planning

Worked closely with e-commerce vendors like Flipkart and Amazon to design collaterals & promote the launch of new games for Xbox India

Post Demonetization: Rebranding, Influencer Marketing, TVC amplification, Native digital content, blogger programs, in-app and ROS banners & display ads for FreeCharge

Print ads – Conceptualization and artwork in all languages for Luminous Power Technologies including microsite development, campaigns for the launch of new product lines

Promote launch of new drink flavors for Tata Gluco Plus across social and digital mediums

Dun & Bradstreet – Communications & Social Media Specialist, Mumbai [Mar 2015 to April 2016]

Help build the technology brand of D&B in the digital and public space

Organization and coordination of events, workshops and panel discussions for DNB Asia IT teams

Content creation & vendor management

Managing contribution of articles with leading international publications

Social media management for the Asia technology leader

Overall administration and management coordination for the Asia technology leader and the team across the region

Handle internal stakeholder communication & training

for the Asia IT teams

Responsible for the smooth operation of the Asia IT support desk

Create and implement technology policy for the DNB Asia IT team

The focal point for all coordination with D&B global tech teams

ICFAI University – Marketing Specialist [August 2013 – February 2015]

Looked after the advertising, branding & communications across the NCR region

Marketing campaigns across social and digital channels

New business development

ITIANS Point – Marketing & Communications Manager
[July 10 – Jun 12]

Part of the business marketing team, managed internal and external communication for all marketing activities & and events across U.P. and NCR region

EDUCATION

Master of Business Economics (’13)

BBA – Management (’10)