

# ESHITA MISRA

Melbourne, VIC | +61 0420 208 538 | eshitamisrav@gmail.com | LinkedIn | *Student Visa (500): 48 hrs/fortnight*

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## PROFILE

Results-driven marketing professional and Master of Management (Marketing) candidate at the University of Melbourne. 1.5 years leading integrated digital campaigns across B2B, e-commerce, and services, with a track record of delivering measurable growth: 2x engagement uplift, 25% month-on-month audience growth, and 15% bounce rate reduction. Skilled across brand strategy, content marketing, paid and organic social, SEO/SEM, email, and performance analytics. Known for ownership, creative initiative, and the ability to build brand presence from zero.

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## EXPERIENCE

**Account Executive | The Starter Labs** | Boutique Digital Agency, Mumbai *Jun 2025 – Nov 2025*

- Led 360-degree digital strategy across 4 concurrent client accounts spanning B2B, coaching, jewellery, e-commerce, and F&B.
- Delivered 2x engagement rate growth and drove full-capacity registrations for a high-ticket workshop via integrated paid and organic campaigns.
- Built a brand's social presence from zero, achieving 25% month-on-month follower growth across Instagram and Facebook.
- Reduced homepage bounce rate by 15% and improved average session duration by 20% through Shopify UX/UI restructuring, validated via GA4.
- Managed email marketing and ORM across Instagram, YouTube, Pinterest, and Facebook using Mailchimp automation.

**Marketing Intern | Mullen-Lowe Lintas** | Leading Global Advertising Agency, Mumbai *May 2023 – Jul 2023*

- Developed organic social strategies for 3 clients using SMART goal-setting, competitive analysis, social listening, and a 1:1:1 content framework.
- Conducted social audits and delivered performance reports to senior account managers in a fast-paced agency environment.

**Social Impact Marketing Fellow** | National Policy Reform Initiative, India *May 2022 – Jul 2022*

- Owned social media strategy and community outreach for a nationwide campaign; partnered with NGOs and schools across India.

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## SKILLS & TOOLS

**Analytics:** GA4, Power BI, Ahrefs, RankMath, Kaggle

**Creative:** Canva Pro, Adobe Premiere Pro, Illustrator, After Effects, CapCut

**Marketing:** HubSpot, Mailchimp, Meta Ads Manager, SEO/SEM

**Research:** NVivo, consumer behaviour, qualitative & quantitative methods

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## EDUCATION

**Master of Management (Marketing)** University of Melbourne, VIC *Feb 2026 – 2028*

*Coursework: Customer Experience Management | Marketing in Society & Sustainability | Supply Chain Management*

**BBA (Branding & Advertising)** NMIMS School of Branding & Advertising, Mumbai *Jun 2025 | 3.72 / 4.0*

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## ACHIEVEMENTS & CERTIFICATIONS

- Best AdFilm, AdFest SOBA NMIMS (Dec 2022)
- Literary Head, Rivaya Fest 2023 (16,000 footfall, 200+ colleges)
- Debate Society Head; led teams to IIT Bombay, SLS Pune, GLC Mumbai
- Bloomberg ESG Certification (Sep 2024)
- SEO & Marketing Certifications, MyCaptain-IIM (2023)
- NVivo Research Certification, Lumivero (Apr 2024)