



# RISHI SINGH

## MARKETING MANAGER

### SKILLS

- Team Leadership
- Integrated Marketing Strategy
- Digital Performance Marketing
- Brand Positioning & Communication
- Operations & Execution Management
- Content & Video Marketing
- Event & Activation Management
- Analytics & Reporting

### HIGHLIGHTS

- Increased Instagram engagement by 50% in 3 months through reels & influencer strategy.
- Executed 100+ college events for high-intent lead generation.
- Launched YouTube series achieving 3x higher session time.
- Reduced lead cost by 30% with optimized Meta campaigns.
- Built 25+ college partnerships to expand brand reach & acquisition channels.

### TOOLS & PLATFORMS

- Meta Ads Manager / Google Ads / Google Analytics
- YouTube Studio / SEO Tools (SEMRush, Ahrefs)
- Canva / Adobe Creative Suite / CRM Tools (Zoho/HubSpot)
- Excel / Email Marketing Tools / WordPress

### PROFILE SUMMARY

Dynamic Marketing & Operations professional with 10+ years of experience driving brand growth, demand generation, and large-scale campaign execution across digital and offline channels. Skilled at building high-performing teams, launching 360° campaigns, and optimizing marketing funnels to boost visibility, engagement, and lead quality.

Known for combining creative storytelling with data-driven decision-making to deliver measurable business outcomes. Strong operational mindset with expertise in planning, budgeting, workflow optimization, partner management, and cross-functional leadership.

### WORK EXPERIENCE

#### EDUCATION STREET

2019 - PRESENT

#### Marketing Manager

- Developed and executed 360° marketing strategies for student acquisition, resulting in a 35% YoY increase in inquiries.
- Manage both online and offline marketing activities, including digital campaigns (Meta Ads & Google Ads), offline seminars, and strategic content creation.
- Plan, monitor, and optimize Meta Ads for lead generation, ensuring high-quality and cost-effective results.
- Lead the marketing team while handling the overall monthly marketing budget. Supervise creative production and ensure consistent branding across all channels and touchpoints.
- Built strategic partnerships with 25+ colleges to expand outreach and enhance brand visibility.
- Regularly analyze marketing performance data to derive actionable insights and guide future strategy.

#### MIXER LABS

2018 - 2019

#### Marketing Manager

- Spearheaded SEO, SEM & SMM campaigns that boosted web traffic by 40%.
- Led YouTube channel growth with optimized content, increasing subscribers by 2x in 6 months. Coordinated with agencies for brand collaterals and ad campaigns.



# RISHI SINGH

## MARKETING MANAGER

### EDUCATION

2009-2012

MUMBAI UNIVERSITY

- Bachelor of Mass Media (Advertising)

2019

PROIDEATORS INSTITUTE

- Digital Marketing Certification

### LIFESTYLE HIGHLIGHTS

- Mountaineering: Climbed altitudes up to 4,500 meters
- Road Trips & Biking: Explored vast Himalayan regions across Uttarakhand, Himachal, and Ladakh
- Cultural Exploration: Frequent visits to remote Himalayan villages to connect with local life and nature Creative
- Writing: Passionate about writing poems and songs to express emotions

### CONTACT

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MOD GRAPHICS

2015 - 2018

Marketing Manager

- Managed end-to-end brand campaigns for B2B clients across digital and traditional media. Scripted and storyboarded audiovisual ads, and directed ad production for key campaigns.
- Oversaw client accounts, led strategy presentations, and collaborated with cross-functional teams.
- Executed integrated marketing activities including social media campaigns, Google/Meta ads, email marketing, BTL promotions, on-ground activations, and event-based lead generation to drive measurable brand growth.

OVI BRAND

2014-2014

Marketing Executive

- Managed client social media and YouTube promotions
- Coordinated with clients for briefings, approvals, and campaign reporting

SINSIL INTERNATIONAL

2012-2014

Marketing Executive

- Conducted product demos and presentations at research centers across India, showcasing features and use-case benefits to key stakeholders.
- Organized events, coordinated logistics, and managed on-site operations for smooth execution.
- Handled product installation, client onboarding, and training sessions to ensure proper adoption.
- Built strong client relationships, gathered feedback for product improvement, and supported cross-functional teams with field insights to enhance customer experience.