



# VISHISHTH

Digital strategy and project management professional with a global perspective and proven cross-sector experience across Europe and Asia. Skilled in content marketing, communications, and digital advertising, with oversight of \$750,000+ in ad spend. Experienced in leveraging digital platforms, AI, and analytics to drive innovation and results. Seeking opportunities where I can contribute and grow.

## WORK EXPERIENCE

**Digital Strategy Consultant** Feb 2025 – Present  
**Freelance** Remote (Geneva)

- Vibe coded and launched **CD Plates** iOS app from concept to marketing
- Consulted on digital strategy for NGO's and private-sector clients
- Built personal brand, and ghost-wrote linkedin content Ghost-writing

*Interim: Upskilled in marketing, AI, and automation while freelancing.*

**Communications Advisor** Jan 2024 – Jul 2024  
**Permanent Mission of the Maldives to the UN** Geneva

- Produced statements for diplomats at the Human Rights Council
- Delivered 170+ briefs shaping positions at the UN, WTO, and OIC
- Led stakeholder engagement with missions and IGOs on key topics like climate, health, AI, and emerging technologies

**Digital Marketing Intern** Apr 2023 – Sep 2023  
**International Road Transportation Union (IRU)** Geneva

- Produced multilingual social media content, blogs, newsletters, and PR
- Executed ads and email marketing campaigns, increasing leads by 15%
- Secured new business partnerships through strategic database acquisitions in the GCC region

*Moved to Switzerland for Master's: Strategic pivot towards international exposure.*

**Digital Outreach Associate** Jan 2020 – May 2021  
**Bhavishyavani Future Co. (Advertising Agency)** Mumbai

- Managed Tata Luxury's digital content, growing online reach by 30%
- Directed influencer partnerships in Indian and Southeast Asian markets

**Digital Marketing Manager** May 2019 – Oct 2019  
**Megamind Consultants (Study Abroad Consultancy)** Delhi

- Optimised marketing funnel, achieving 160% growth in enrolments
- Designed sales assets for counsellors and revamped website UI/UX
- Implemented walk-in events, and CRM automation

**Content and Social Media Manager** Oct 2016 – Apr 2019  
**Collegedunia.com (EdTech Company)** Delhi

- Managed \$350K+ ads portfolio, and scaled socials to 260K+ followers
- Launched **Collegedunia Social** vertical, generating \$60K+ in Q1 revenue
- Drove 75,000+ unique user reviews via targeted campaigns
- Planned and produced SEO-optimised articles on Edtech topics

## VOLUNTEERING

**Digital Outreach Strategy** 2025  
**Justice Pour Tous International**

**Innovations Team (AI & AR/VR tools in Humanitarian aid)** 2024  
**34th International Conference of the Red Cross and Red Crescent**  
**and 1<sup>st</sup> ICRC Conference on Weapon Wounded Care**

**Speaker – Massive Transformative Purpose of Twitter** 2023  
**UNESCO Conference on Social Networks and Digital Services**

## PERSONAL DETAILS

📍 Geneva  
☎ +41 79 240 27 66  
✉ [vishishth@hotmail.com](mailto:vishishth@hotmail.com)  
🌐 [/in/vishishth](https://in/vishishth)  
🌐 [vishishth.in](https://vishishth.in)

## EDUCATION

**Master's in international management (2022 – 2023)**  
**Major in Digital Marketing**  
**Geneva Business School**  
Geneva, Switzerland

**Bachelor of Business Administration (2013 – 2016)**  
**Major in Economics**  
**Symbiosis International University**  
Delhi NCR, India

## SKILLS

- Communications
- Project Management
- Email Marketing
- AI and Automation
- Data Analytics
- Content Creation
- Social Media Management
- SEO and SEM
- Paid ads: PPC / Meta
- HTML/CSS & UI/UX
- Stakeholder Engagement

### Tools

- Trello
- Google analytics / Looker
- CMS: WordPress / Drupal
- Generative AI tools
- Photoshop / Canva
- CapCut / Final Cut Pro
- HubSpot / SemRush

## LANGUAGES

English – Native  
Hindi – Native  
French – B1 (learning)