



VISHISHTH

Digital strategy and project management professional with international 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
- Advised NGOs and private-sector clients on digital strategy
- Building personal brand, and ghost-writing LinkedIn content

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 1st ICRC Conference on Weapon Wounded Care

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

PERSONAL DETAILS

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

Tools

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

LANGUAGES

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