



Niharika Mishra

Phone: 7978729310
Address: Bhubaneswar
Odisha
Email: niharika.nilimal6@gmail.com

With a blend of strategic thinking and hands-on experience, I have consistently delivered impactful campaigns that increase brand visibility, engagement, and conversions. Proficient in SEO, SEM, social media management, content creation, and data analytics, I bring a comprehensive skill set to elevate digital marketing strategies.

Combining a passion for advancing knowledge with expertise in digital strategies, I bring a unique blend of skills to drive visibility, engagement, and impact for scientific initiatives.

As a digital marketing specialist in science and research, my goal is to bridge the gap between groundbreaking research and its global impact. With a deep appreciation for the complexities of research, I leverage digital marketing strategies to bridge the gap between the scientific community and the wider public

Attributes:

- Creative and innovative thinker.
- Analytical mindset with a focus on data-driven decision-making.
- Ability to work under tight deadlines and manage multiple projects simultaneously.
- Passion for science and a keen interest in staying updated on industry trends.
- Familiarity with scientific terminology and an understanding of the target audience.
- Excellent written and verbal communication skills.

EXPERIENCE

Omics International Pvt. Ltd.

January 2018-July 2019

Project Coordinator

- Create and curate compelling content related to the conference themes, topics, and speakers for various digital platforms. Develop a content calendar for blog posts, articles, infographics, and other content types
- Manage and grow social media accounts dedicated to the conference, including platforms like Twitter, LinkedIn, and Facebook.
- Design and execute targeted email campaigns to reach potential attendees, speakers, and sponsors.
- Optimize conference websites and content for search engines to improve visibility and attract relevant traffic.
- Plan and execute online advertising campaigns using platforms like Google Ads and social media advertising to promote the conference.
- Prepare regular reports on key performance indicators (KPIs) and provide insights for continuous improvement.
- Coordinate with conference organizers, speakers, and sponsors to gather relevant content and ensure consistent messaging. Work closely with graphic designers, content creators, and other team members to align digital marketing efforts with overall conference branding.

EDUCATION

Utkal University

July 2016-May 2018

Masters in Biotechnology

72% Aggregate Percentage

Ravenshaw University

August 2013-June 2016

Bachelors in Science(Zoology)

76% Aggregate percentage

Kendriya Vidyalaya Meghahatuburu

2012

12th

94%

SKILLS

- SEO
- Social Media and Email Marketing
- Online Advertising
- Content Writing
- MS Excel
- Microsoft Office