

CONTACT

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- ▶ linkedin.com/in/ piyush-mishra1604
- ▶ Portfolio: available on request
- ▶ Deoghar, Jharkhand, India
- ▶ Open to remote & relocation

CORE SKILLS

Content Strategy
Social Media Marketing
Brand Intelligence
Video Editing
SEO & Analytics
Competitor Research
Short-Form Content
Caption Writing
Trend Analysis
Community Management

TOOLS & PLATFORMS

Google Analytics 4
SEMrush · Ahrefs
CapCut Pro · DaVinci Resolve
Adobe Premiere Pro
Canva · Figma
Notion · Excel
NotebookLM · Claude
Meta Business Suite
Google Search Console

CERTIFICATIONS

- ▶ Google Analytics (GA4)
- ▶ HubSpot Social Media
- ▶ HubSpot Content Marketing
- ▶ HubSpot SEO II
- ▶ SEMrush AI Content Mktg
- ▶ SEMrush SEO & Analytics

LANGUAGES

Hindi — Native
English — Professional

EDUCATION

Bachelor of Arts
Deoghar College
2024 – 2027 (Ongoing)

PIYUSH MISHRA

Content Strategist · Brand Intelligence Analyst · Video Producer

PROFESSIONAL PROFILE

Self-driven marketing analyst and content strategist with 2+ years of hands-on experience building content systems, analyzing brand strategy, and producing platform-native video content. Operates an independent marketing intelligence research practice (Piyush Labs) producing consulting-grade brand reports. Certified across Google Analytics, HubSpot, and SEMrush. Comfortable working independently, delivering to brief, and thinking in business outcomes — not just content metrics.

EXPERIENCE

Marketing Intelligence Analyst

Piyush Labs · Self-Initiated Research Practice

Jan 2025 – Present

- ▶ Produced MIR-001: 8-page consulting-grade Marketing Intelligence Report on Duolingo — covering business model analysis, social media strategy, consumer psychology, competitive benchmarking, and strategic recommendations structured for CMO and founder-level readership.
- ▶ Applied structured consulting frameworks (Observation → Evidence → Strategic Insight → Business Impact → Recommendation) across all findings — distinguishing verified facts from analytical inferences.
- ▶ Used SEC 10-K filings, shareholder letters, social analytics, and behavioral economics research as primary evidence sources — producing reports that hold up to executive scrutiny.
- ▶ MIR series ongoing: MIR-002 Blinkit, MIR-003 Spotify, MIR-004 CRED, MIR-005 Zomato.

Brand Content Strategist

Multi-Brand Case Study Projects · Self-Initiated

2024 – Present

- ▶ Built in-depth content strategy teardowns for Zomato, Swiggy, Nike, Duolingo, and Netflix India — analyzing content objectives, audience psychology, hook mechanics, visual strategy, platform architecture, and engagement drivers.
- ▶ Structured every analysis around business questions, not surface observations — connecting content decisions to CAC reduction, retention improvement, and organic reach outcomes.

Freelance Video Editor & Content Creator

Self-Employed · Short-Form, Documentary, Brand Content

Nov 2023 – Present

- ▶ Produced and edited short-form content (Reels, YouTube Shorts, talking-head, documentary) with consistent focus on retention optimization, audio-visual sync, and platform-native storytelling.
- ▶ Managed complete content workflow across multiple clients: ideation, scripting, shooting, editing, publishing, and performance reporting — consistently delivering without supervision.
- ▶ Tracked performance using GA4 and platform dashboards, building Excel-based KPI reporting systems to identify engagement patterns and improve content strategy.

KEY PROJECTS

MIR-001 — Duolingo Marketing Intelligence Report

8-page consulting-grade brand strategy report · Available on request

Scope: Business model, social media strategy, consumer psychology, competitive intelligence, strategic recommendations

Frameworks: McKinsey-style

Observation → Evidence → Insight → Impact → Recommendation flow

Sources: SEC Form 10-K, Shareholder Letters, social analytics, behavioral economics research

Content Strategy Case Studies — 5 Brands

Zomato · Swiggy · Nike · Duolingo · Netflix India · Available on request

Scope: Content pillars, hook analysis, visual strategy, audience psychology, CTA mechanics, platform-native behavior

Output: Structured teardown documents ready for portfolio and client presentation

WHAT I BRING

Strategic Thinking

I connect content decisions to business outcomes. Every piece of work I produce answers 'so what?' — not just 'what.'

Independent Execution

Everything in this portfolio was built without a team, budget, or formal training. I ship work without waiting to be told how.

Creator Perspective

I've been the creator — scripting, shooting, editing, publishing, tracking. I understand what works because I've built it.

Research Depth

My MIR reports are built on primary sources — SEC filings, CEO statements, social data — not recycled blog posts.

Portfolio, MIR-001 report, and content strategy case studies available on request ·
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