

VISHAL MALAKAR

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SUMMARY

Certified Digital Marketing Professional with a strong foundation in Meta Ads and Social Media Optimization (SMO). Transitioning from a Business Development background to performance marketing, combining data-driven ad strategies with business acumen to deliver measurable growth. Currently enhancing skills through an internship at Arena Infosolution, managing live campaigns and organic social media strategies.

WORK EXPERIENCE

- Digital Marketing Intern, Arena Infosolution

April 2025 - Present

 - Executing Meta Ads campaigns for lead generation and brand awareness.
 - Managing and optimizing Instagram and Facebook pages to increase organic reach.
 - Working with the creative team to develop ad creatives and copy.
 - Tracking campaign performance using Meta Ads Manager and reporting KPIs.
 - Conducting competitor analysis and audience research to improve targeting and campaign efficiency.
- Business Development Manager, Getepay

July 2023 - Jan 2024

 - Spearheaded end-to-end client acquisition strategies to drive consistent revenue growth.
 - Developed and presented tailored business proposals and sales pitches to convert high-value leads.
 - Built and maintained strong relationships with B2B and B2C clients to ensure long-term retention.
 - Conducted market research to identify new business opportunities and competitive positioning.
 - Collaborated with cross-functional teams to streamline the client onboarding process and enhance customer satisfaction.

EDUCATION

- Bachelor of Business Administration

April 2020 - March 2023

Poddar Group Of Institute, Mansarovar, Jaipur
- Commerce

March 2020

ST. Thomas Sr. Sec. School, Jaipur, Rajasthan

KEY SKILLS

- Meta Ads Strategy & Execution
 - Social Media Optimization (Instagram, Facebook, LinkedIn)
 - Performance Marketing & A/B Testing
 - Audience Targeting & Retargeting
 - Funnel Building for Leads/Sales
- Campaign Performance Analysis
 - Business Development & Client Handling
 - Content Calendar Planning
 - Tools: Meta Business Suite, Ads Manager, Canva, ChatGPT, Google Sheets