

VISHAL MALAKAR

Vishalmalakar882@gmail.com | 9509706810 | G-19 A, Janki Vihar, Jaipur, 302021
Vishalmalakar.genzclan.com

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