

Vishv Talwar

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Skills

- Market Research & Data Analysis
- Project Management
- Programmatic Advertising & Digital Media Strategy
- Social Media Strategy & Campaign Management
- Client Relationship Management (CRM)
- Sales & Negotiation
- Advertising Metrics & Performance Analysis
- Creative Content Development & Art Direction
- Digital Tools & Software Proficiency

Experience

Founder

CapasTible DigitalMedia

December, 2019 – Present

Remote

Founded and managed a digital marketing agency. Lead business operations, client relationships, and campaign strategies.

- Developed marketing strategies to drive client growth, using digital trends and targeted campaigns to improve reach, engagement, and conversions across social media and digital platforms.
- Led a team of marketers, assigning tasks, managing deadlines, and fostering a collaborative work environment to promote productivity and creativity in campaign development.
- Managed client relationships, acting as the main point of contact, ensuring satisfaction, and securing long-term business partnerships through exceptional service and consistent results.
- Oversaw financial operations, creating budgets, managing expenses, and ensuring cost-efficiency while maximizing return on investment for digital marketing campaigns.
- Created advertising content, including social media ads and email campaigns, using analytics to track performance, optimize strategies, and drive audience engagement.

Client Relationship Manager

RedFire DigitalMedia

February, 2021 – April, 2021

Pune, India

Managed client relationships and drove sales through presentations and strong communication skills.

- Closed 55 sales, generating CAD 47,200 in revenue by using persuasive sales techniques, understanding client needs, and delivering solutions that aligned with their business goals.
- Onboarded new clients, providing clear service explanations, resolving concerns promptly, and ensuring a smooth start to build long-term trust and loyalty.
- Managed client databases, updating records accurately and organizing client details for efficient follow-ups, targeted offers, and relationship building.
- Handled transactions, verifying payments, processing refunds, and maintaining financial records to ensure accurate accounting and a seamless client experience.
- Delivered sales presentations, highlighting product features and value propositions, answering client questions, and using proven techniques to drive conversions.

Social Media Marketing Intern
SoftZenya India Technologies

August, 2022 – February, 2023
Greater Noida West, India

Handled social media accounts, created content, and ran marketing campaigns to boost engagement.

- Created social media strategies, producing targeted content that increased engagement and followers, while managing consistent posting schedules across multiple platforms.
- Managed ad campaigns, setting budgets, optimizing audience targeting, and analyzing performance metrics to maximize return on ad spend.
- Responded to comments and messages, engaging with the online community, building brand loyalty, and resolving customer inquiries promptly.
- Scheduled social media posts, using automation tools to ensure a consistent content flow while maintaining high-quality and relevant content.
- Suggested new content ideas, using market research and trend analysis to propose campaigns that aligned with brand goals and boosted visibility.

Advertising Intern
Affiliate Indians

February, 2023 – April, 2023
Remote, India

Assisted the advertising team in campaign planning, market research, and content creation.

- Assisted in campaign brainstorming, developing creative concepts with the team and focusing on audience preferences and campaign objectives.
- Wrote compelling ad copy, including headlines and taglines for digital platforms, ensuring clarity and alignment with brand messaging.
- Conducted market research, analyzing competitor strategies, identifying trends, and sharing insights to shape effective campaign strategies.
- Analyzed campaign performance, reviewing results through performance metrics and offering recommendations to improve future strategies.
- Supported project execution, ensuring timely completion of tasks, coordinating with different teams, and maintaining adherence to deadlines.

VCS Associate
Amazon

September, 2023 – December, 2023
New Delhi, India

Provided customer support for international clients, resolving payment issues and managing accounts.

- Provided customer support, handling payment issues, refund requests, and transaction inquiries, while ensuring high customer satisfaction with quick, accurate resolutions.
- Managed account inquiries, updating customer information accurately in the system and maintaining a detailed record for efficient service continuity.
- Documented client interactions, logging case notes clearly, ensuring proper follow-up, and maintaining service history records for future reference.
- Met performance targets, consistently achieving response time, resolution speed, and customer satisfaction goals, while following company service standards.
- Handled financial data securely, processing refunds and payment corrections while ensuring compliance with company policies and data protection protocols.

Customer Service Representative

Browns Shoes Inc.

Assisted customers with purchases, met sales targets, and handled store operations.

July, 2024 – Present

Toronto, Canada

- Assisted customers by recommending suitable products based on their preferences, upselling complementary items, and driving repeat business through personalized service.
- Met and exceeded sales targets, consistently achieving daily and weekly goals by promoting best-selling products and actively participating in in-store promotions.
- Managed inventory, ensuring shelves were fully stocked, displays were attractive, and products were arranged to maximize visibility and customer engagement.
- Resolved customer complaints, handling issues calmly and professionally to turn negative experiences into positive outcomes and maintain store reputation.
- Promoted store offers and campaigns, informing customers about ongoing promotions, loyalty programs, and new arrivals to encourage additional purchases and drive revenue.

Warehouse Associate

DHL

Managed inventory, packed orders, and ensured smooth warehouse operations.

May, 2024 – August, 2024

Brampton, Canada

- Organized inventory, labelling products clearly and updating stock levels to maintain accuracy and efficiency during order fulfillment.
- Picked and packed orders, meeting daily quotas and ensuring all shipments were accurate, secure, and properly labelled.
- Followed safety protocols, adhering to warehouse regulations and keeping workspaces clean to prevent accidents and ensure compliance.
- Collaborated with team members, assisting during high-demand periods and streamlining processes to improve workflow.
- Used inventory software, scanning items, updating stock records in real-time, and maintaining accurate digital logs for audits.

Education

Advertising & Marketing Communications, Sheridan | Mississauga, ON, Canada

Humanities, Andhra Education Society | New Delhi, India

Experience in Tools

- Google Ads Search
- Inbound Sales - Hubspot
- Social Media Listening - Hootsuite
- Hubspot Revenue Operations
- Client Relationship Management (CRM)
- Google Digital Unlocked
- Hootsuite Platform Certification

Certifications

- Google Ads Search
- Hubspot Revenue Operations
- Google Digital Unlocked
- Inbound Sales - Hubspot
- Client Relationship Management (CRM)
- Hootsuite Platform Certification
- Social Media Listening - Hootsuite
- Student Simternship
- Social Media Marketing - Hootsuite