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AVISH LAMBA

Digital Marketing Consultant & Content Creator

PROFESSIONAL SUMMARY

Digital Marketing Consultant & Content Creator with 6 years of experience in crafting impactful digital strategies and content for over 100 brands. Expertise in campaign management, Google Ads, and visual storytelling has led to significant improvements in brand engagement and sales. Passionate about leveraging cutting-edge digital tools to drive brand growth and innovation.

EMPLOYMENT HISTORY

MARKETING INTERN

Mar 2025 - Jun 2025

W Sydney

- ♦ Managed digital assets for campaigns, enhancing brand visibility across platforms.
- ♦ Crafted compelling social media content, aligning with brand voice to boost engagement.
- ♦ Developed media briefs for influencer collaborations, expanding brand reach.
- ♦ Researched and conceptualized brand campaigns, driving innovative marketing strategies.
- ♦ Enhanced digital content management for seasonal campaigns, leading to improved engagement and visibility across platforms.
- ♦ Researched target audience preferences to inform campaign strategies, resulting in more tailored messaging and stronger brand alignment.
- ♦ Fostered teamwork between PR and marketing teams, streamlining processes for influencer engagements and boosting campaign effectiveness.
- ♦ Maintained up-to-date Point of Sale materials and menus, ensuring compliance with brand standards and improving customer experience.
- ♦ Actively participated in brainstorming sessions, contributing creative ideas to elevate brand campaigns and strengthen team dynamics.
- ♦ Orchestrated digital asset management for campaigns, enhancing brand visibility and driving measurable improvements in audience engagement.
- ♦ Researched audience preferences to refine campaign strategies, resulting in tailored messaging that strengthened brand alignment.
- ♦ Coordinated efforts between PR and marketing teams, streamlining processes that boosted campaign effectiveness and team synergy.
- ♦ Maintained accurate Point of Sale materials, ensuring brand compliance and enhancing the overall customer experience.
- ♦ Implemented innovative digital asset strategies, significantly improving brand visibility and audience engagement across multiple platforms.
- ♦ Conducted in-depth audience research to refine campaign messaging, leading to more targeted outreach and stronger brand connections.
- ♦ Facilitated teamwork between marketing and PR, optimizing influencer engagement processes and enhancing overall campaign effectiveness.

DIGITAL MARKETING CONSULTANT & CONTENT CREATOR

Mar 2019 - Present

Freelance

- ◆ Create digital strategies for 100+ brands, enhancing brand storytelling and market impact.
- ◆ Boosted Snitch's sales by 59% through a viral campaign, achieving complete product sell-out.
- ◆ Grew personal brand to 50K+ followers, increasing engagement and conversion via authentic content.
- ◆ Executed influencer campaigns with 6M+ reach, improving CTR by 22% and conversion by up to 25%.
- ◆ Utilize Meta Ads and SEO for KPI tracking, optimizing strategies, and reporting campaign performance.
- ◆ Executed comprehensive digital strategies for diverse brands, driving measurable improvements in engagement and sales through tailored content.
- ◆ Developed targeted influencer campaigns, achieving substantial growth in brand visibility and enhancing conversion rates across luxury sectors.
- ◆ Utilized advanced analytics tools to track campaign performance, refining strategies that led to noticeable gains in click-through and engagement rates.
- ◆ Partnered with brands on high-impact campaigns, fostering teamwork that resulted in viral content and marked increases in product demand.
- ◆ Maintained a positive client relationship, ensuring alignment on vision and goals while delivering impactful content that resonated with audiences.
- ◆ Crafted innovative digital strategies for diverse brands, driving measurable improvements in engagement and sales through tailored content.

BRAND AMBASSADOR

Sep 2023 - Jun 2025

Gaston Management

- ◆ Boosted brand visibility at events, engaging thousands and enhancing product awareness.
- ◆ Collected real-time feedback, refining strategies and ensuring impactful future campaigns.
- ◆ Strengthened event team coordination, ensuring seamless brand activation execution.
- ◆ Implemented engagement tactics, improving consumer interaction and brand loyalty.
- ◆ Analyzed feedback, translating insights into strategic marketing recommendations.
- ◆ Elevated brand visibility through engaging presentations at events, driving noticeable increases in consumer interaction and product sampling.
- ◆ Analyzed real-time consumer feedback to refine marketing strategies, leading to marked gains in future campaign effectiveness.
- ◆ Coordinated with event teams to ensure seamless execution of brand activations, enhancing overall operational efficiency.
- ◆ Developed targeted engagement strategies that significantly improved consumer interaction and strengthened brand loyalty.
- ◆ Maintained a positive presence at events, fostering a collaborative atmosphere among team members and enhancing team morale.
- ◆ Elevated brand visibility at events, achieving substantial improvements in consumer engagement and product awareness.

RETAIL ASSISTANT

Oct 2024 - Jun 2025

Boss DFO Homebush

Sydney

- Delivered personalized luxury shopping experiences, exceeding daily sales targets by 15–20%
- Surpassed monthly sales KPIs, contributing to a 32% increase in category sales through tailored client experiences and consultative selling
- Maintained in-depth product knowledge across menswear collections to support upselling and styling advice
- Collaborated with visual merchandising team to optimize in-store displays and drive foot traffic
- Implemented targeted sales strategies, resulting in noticeable gains in customer retention and increased repeat business.
- ◆ Analyzed customer feedback trends to refine service approaches, leading to substantial improvements in satisfaction ratings.
- ◆ Partnered with management to develop training programs for new hires, enhancing team efficiency and service quality.
- ◆ Delivered exceptional luxury shopping experiences, enhancing customer loyalty and achieving substantial improvements in repeat business.
- ◆ Implemented targeted sales strategies, driving noticeable gains in customer retention and contributing to overall store performance.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

Jul 2023 - Jun 2025

University of Technology Sydney

Sydney

Major in Marketing

SKILLS

Digital Strategy (*Expert*), Performance Marketing (*Experienced*), Campaign Management (*Expert*), Content Creation (*Expert*), Visual Storytelling (*Expert*), Brand Storytelling (*Expert*), Influencer Marketing (*Expert*), Meta Ads (*Experienced*), Google Ads (*Experienced*), Marketing Analytics (*Experienced*), SEO (*Experienced*), Google Analytics (*Experienced*), CRM (*Experienced*), Email Marketing (*Experienced*), Canva (*Expert*), Marketing Briefs (*Expert*), Website Update (*Expert*), Website Design (*Skillful*), Video Editing (*Experienced*), Social Media Strategy (*Expert*), Data Analysis (*Experienced*), Creative Writing (*Expert*), Market Research (*Expert*), Brand Development (*Experienced*), Public Relations (*Skillful*), E-commerce Marketing (*Expert*), Content Strategy (*Expert*), Social Listening (*Expert*), Audience Engagement (*Expert*), Trend Analysis (*Expert*), Graphic Design (*Skillful*), Video Production (*Skillful*), Brand Loyalty (*Expert*), Brand Positioning (*Experienced*), Strategic Planning (*Experienced*), Social Media Analytics (*Expert*), Social Media Management (*Expert*), Creative Campaigns (*Expert*), Market Positioning (*Experienced*), Brand Strategy (*Expert*), Influencer Relations (*Experienced*).

LANGUAGES

English (*Native*), Hindi (*Native*).

LINKS

LinkedIn: [linkedin.com](https://www.linkedin.com), MY ARTICLE: www.businessworld.in.

ADDITIONAL INFORMATION

ACHIEVEMENTS

- Featured model in The Iconic Diversity Campaign; interviewed on Channel 10 for contributions to diversity in fashion
- Interviewed by Business World in "What's The Risk?" on brand risk, influencer ethics, and digital marketing strategy
- Built a personal brand with 50K+ collaborated Instagram followers, growing organically through high-quality content and storytelling
- Partnered with Snitch on a viral influencer campaign attained 6M+ views, resulting in a 59% sales increase and full category sell-out

HOBBIES

- ♦ **Content Creation & Storytelling** – Passionate about crafting engaging short-form video and visual narratives across lifestyle, fashion, and travel.
- ♦ **Cooking & Culinary Experimentation** – Love exploring global cuisines and creating fusion recipes at home; enjoy curating food content that blends taste and aesthetics.
- ♦ **Trendspotting & Brand Strategy** – Constantly tracking digital trends, viral campaigns, and influencer strategies to stay ahead in the marketing landscape.
- ♦ **Modelling & Visual Direction** – Skilled in on-camera presence, pose design, and creative direction; frequently collaborate on couple shoots and campaigns.
- ♦ **Travel & Cultural Immersion** – Curious explorer of new cities and hidden gems; love capturing and sharing unique local experiences.
- ♦ **Fitness & Wellness** – Prioritise daily movement, clean nutrition, and mindfulness to stay balanced physically and mentally.

REFERENCES

Montana Callander Daly, W SYDNEY (Montana.Daly@whotels.com, +61435799295);

Renee Murray, W Sydney (renee.Murray@whotels.com, +61 410 648 943).