

SOCIAL MEDIA MANAGER

PORTFOLIO 2026

ANISHA
MISHRA



CONTENT CREATOR

[ANISHAMISHRA.COM](https://anishamishra.com)

WHAT I DO

Strategy, content and creators, from first idea to final results.

Tools: Meta Business Suite · Falcon.io · Google Analytics · Canva · Figma · CapCut

(001) Strategy

- Content calendars
- A/B testing
- KPI reporting
- 4 platforms managed - LinkedIn, Instagram, Tiktok and Youtube

(002) Content

- Trend research
- Scripting & filming
- Editing Reels & TikToks
- Idea to final cut

(003) Creators & ads

- Sourcing creators
- UGC management
- Hooks & ad creatives
- Meta Ads



CASE STUDY PHONT

2.3K

Followers across 3 platforms

4.8%

Average engagement rate

+28%

Content reach in 3 months

+22%

Meta Ads CTR

60+

UGC videos
produced

20+

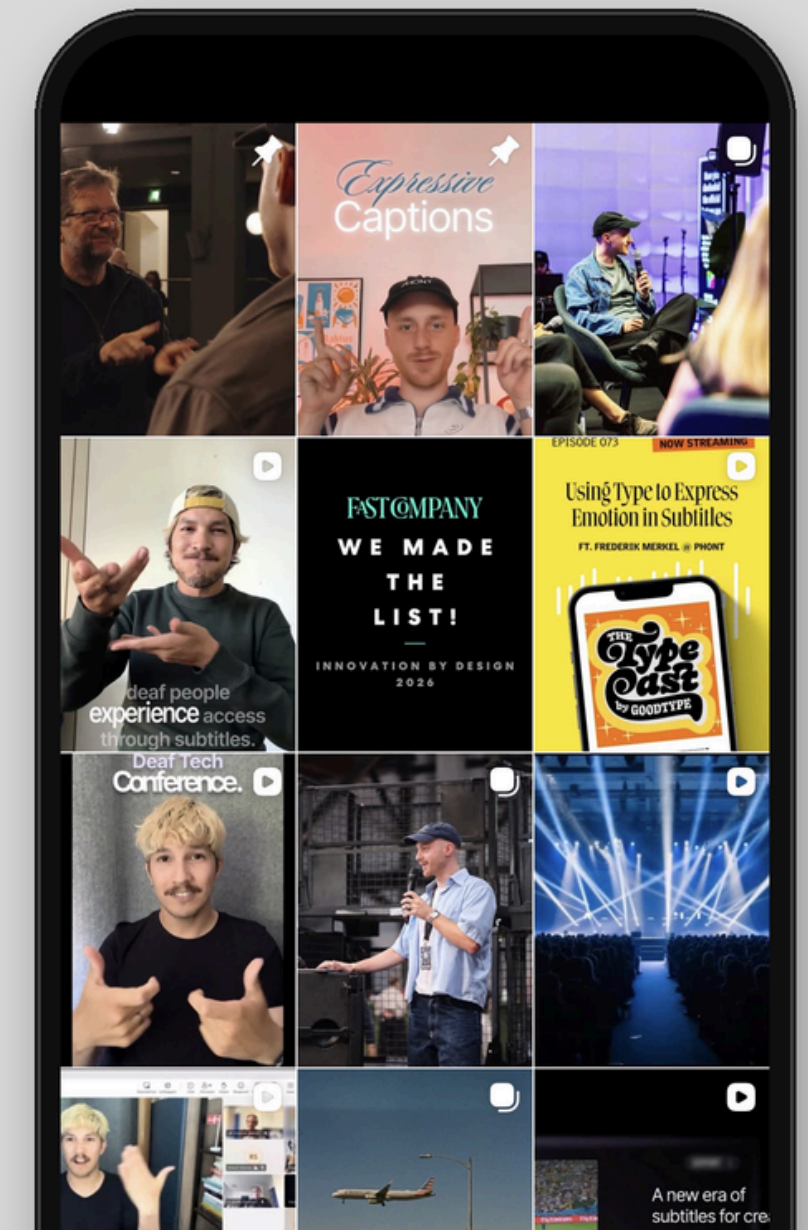
Creators sourced & managed

The challenge

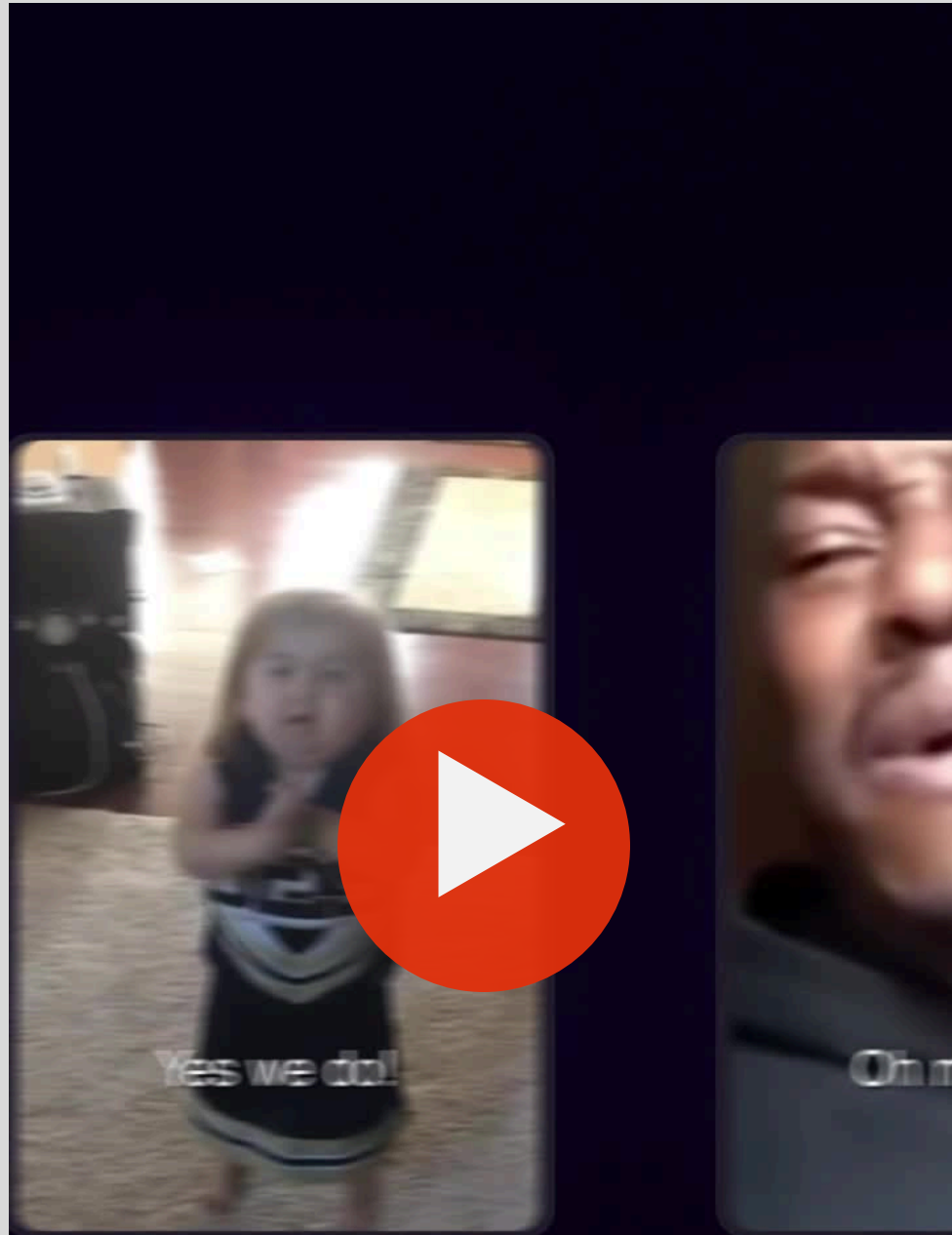
A young startup with almost no social presence. Goal: reach new audiences and bring them to the website.

What I did

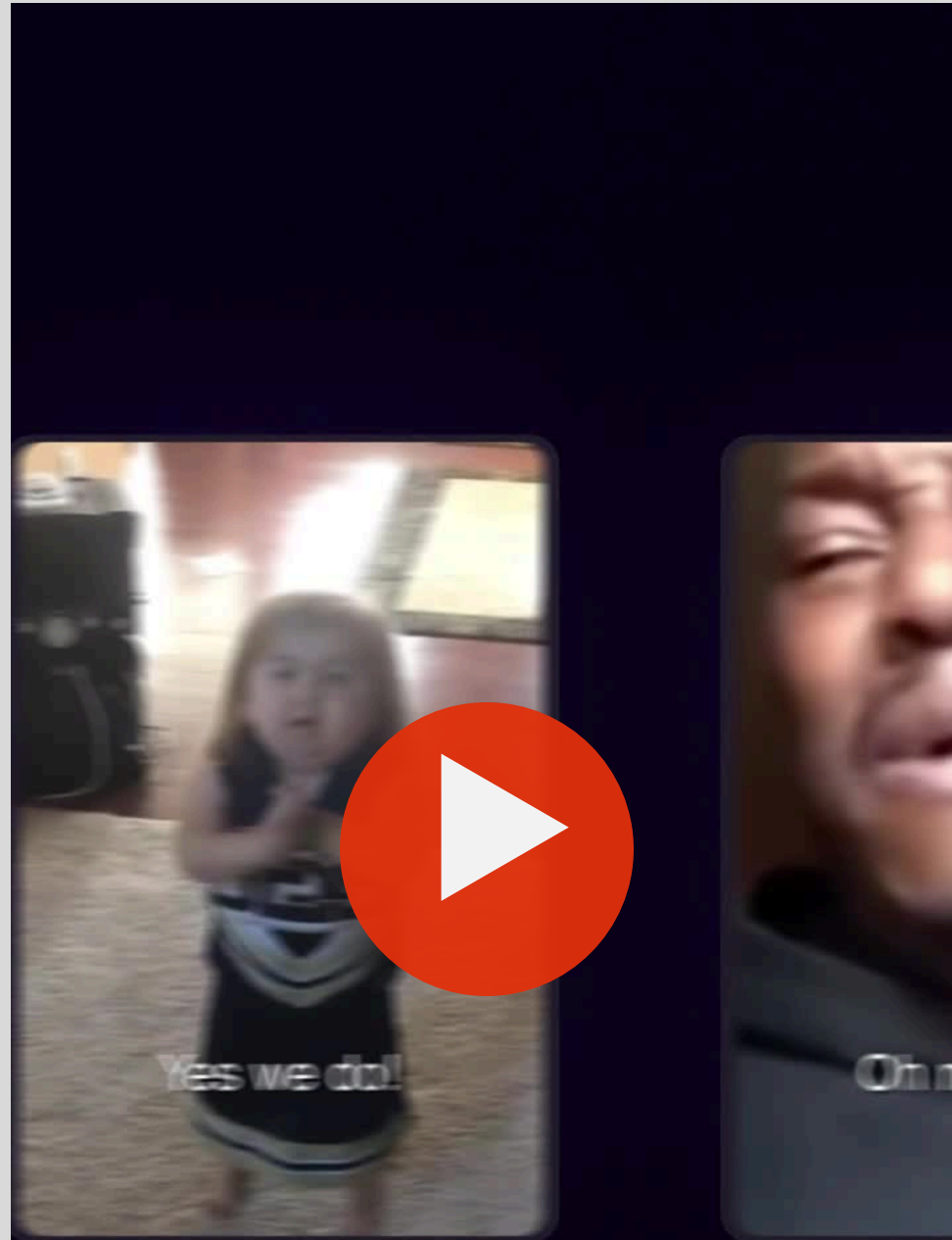
- Launched TikTok & LinkedIn
- Grew Instagram
- Strategy & monthly calendar
- Managed 20+ creators
- Hooks & scripts for Meta Ads
- SEO captions: +30% profile visits
- Film screenings: 150+ guests



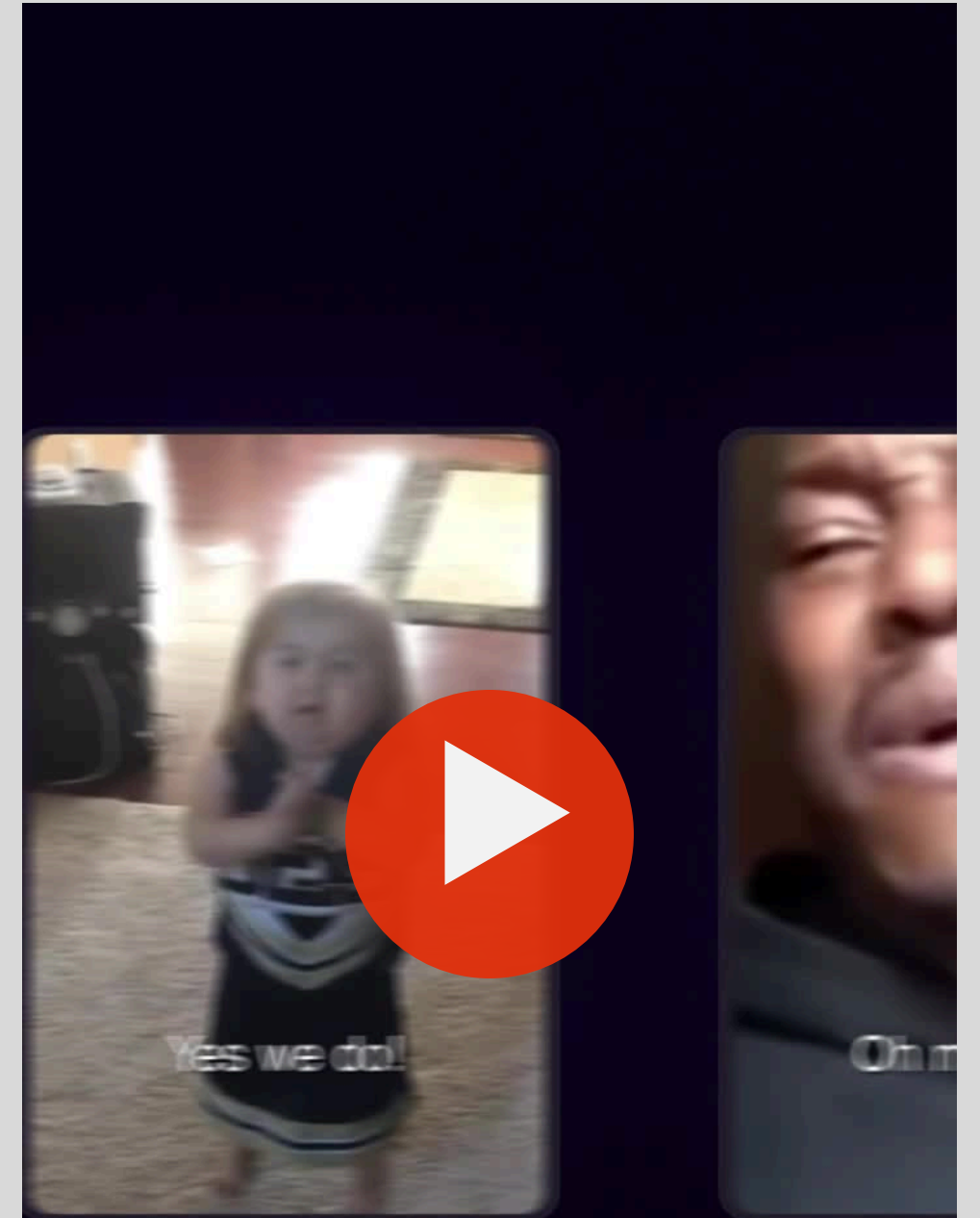
A/B TESTING FOR META ADS



We all know those
hilarious memes



We all know those
hilarious memes



We all know those
hilarious memes

PHONT

A/B TESTING FOR META ADS

Why we tested

As an early-stage startup, we needed to learn fast. I created three Meta ad variants, one per product, and A/B tested them to see which got the most traction and what users actually wanted.

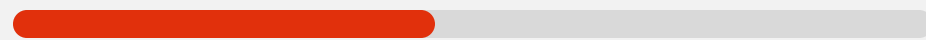
AD A · WEB APP

1.1%

Click-through rate

3.4% engagement rate

410 link clicks



AD B · MOBILE APP

1.6%

Click-through rate

4.2% engagement rate

590 link clicks



AD C · PREMIERE PRO PLUGIN

2.4%

WINNER
+118% CTR

Click-through rate

6.1% engagement rate

930 link clicks



What we learned

The plugin ad clearly won, so we shifted budget and content toward it. Testing early told us where demand really was before we spent big, and lifted overall CTR by 22%.

CORPORATE SCREENING VIDEO



The project

An event video to promote our film screenings on social media, filmed at Gropius Bau, Berlin.

My role

- Concept development & ideation
- Creative direction
- Pre-production planning
- Talent sourcing & casting
- On-set audio support
- Post-production review & final edits

CREATOR & UGC WORK

30+

brand collaborations as a creator

25.3M

views on my top Reel

60K+

followers on my own channels

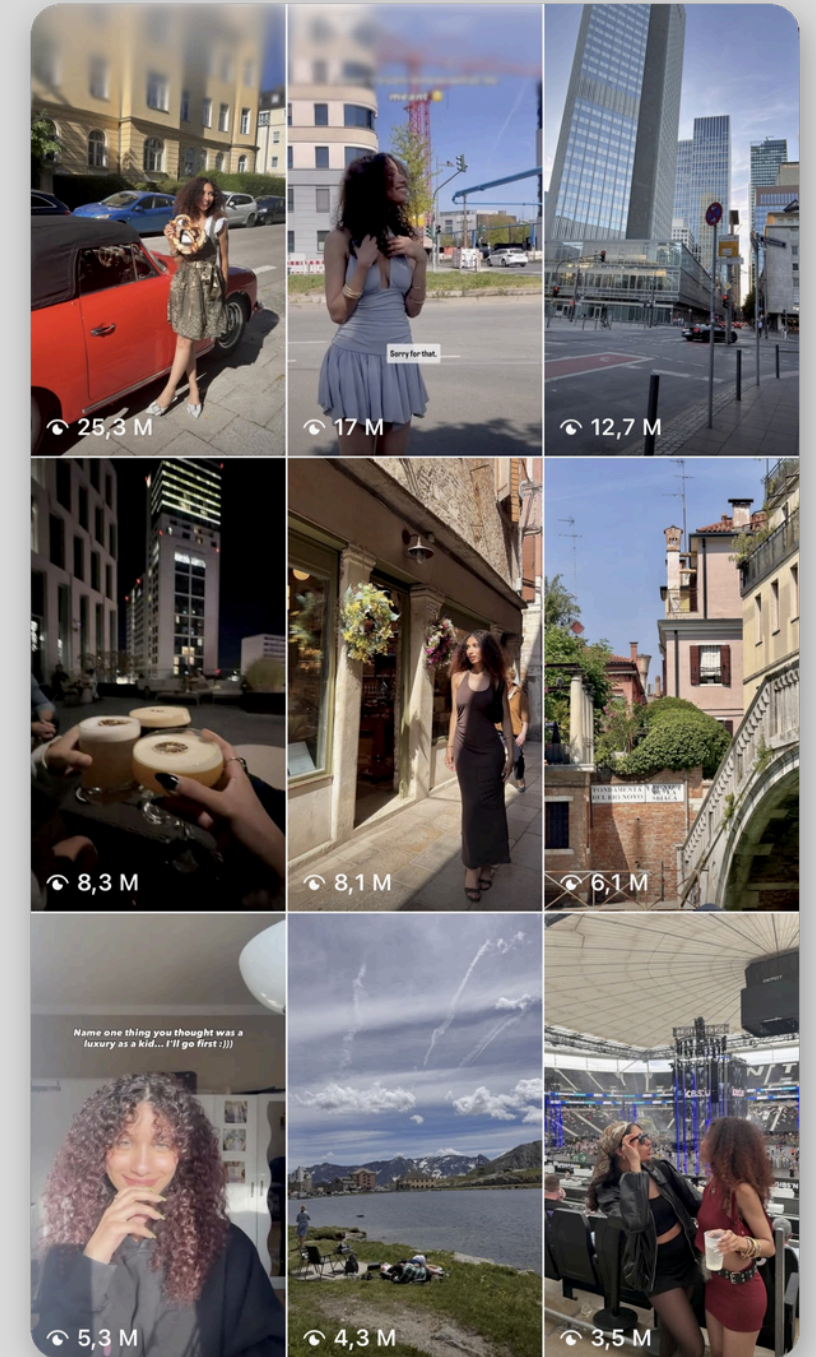
Alongside managing brand channels, I create my own content and UGC for brands like HASK Germany, Plum Beauty, YESOUL, World Club Dome and LemFi. I handle every step myself, from the first idea to the published post.

Concept → Script → Film → Edit → Publish

See more of my work

anishamishra.com →

Instagram Reels



HASK[®]
HAIR AND SKIN KINDNESS

plom
— we have chemistry™ —

LEMFI

YESOUL

JOYN

stanmax
it's all about maximum

GLOBAL REPUBLIC
SINCE 2010

CASE STUDY 02 · GLOBAL B2B CHEMICALS COMPANY

Marketing & Communications

LinkedIn · Instagram · Internal comms



+35%

LinkedIn followers · page now 57K+

40K+

views on our first brand video

8+

internal articles a month

01 The challenge

Make chemicals and sustainability worth stopping the scroll for.

02 What I did

People-first posts from technical topics, plus comms for our sustainability initiative.

03 Behind the camera

Briefed the agency for our brand video and turned meeting footage into short videos.

WHAT PEOPLE SAY

“

Anisha played an important role in growing PHONT's social media presence from the beginning. She helped us find our voice as a brand and bring our ideas to life through content that felt true to who we are. She has a good eye for detail and understands what connects with an audience. It was great to see her take ownership of our social media and help shape how PHONT presented itself online.

Marcello

CTO, PHONT

“

Anisha was a big help in getting my European commercial meeting off the ground. What I liked most: she didn't make it feel like "marketing". She made it personal. Right tone, right message, which got the conversation started in the first place. She's strong on the digital side, but more importantly she has good instinct for how to approach people without spamming them or sounding generic. If you need someone who can actually connect marketing to real sales conversations, she's very good at that.

Mirko Schnitzler

EVP EMEA, allnex

ANISHA MISHRA

THANK YOU

LET'S WORK TOGETHER

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FROM
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RTL
RTL Consumer Products

betterplace.org
Deutschlands größte Spendenplattform

hoodie200

ARMEDANGELS

VIVA CON AGUA
SANKT PAULI

VIDEO
ODAYS
FESTIVAL 2021

we are era

Nikon

LANDESANSTALT FÜR MEDIEN NRW
Der Meinungsfreiheit verpflichtet.

Landes- und Europaangelegenheiten,
Sowas Medien
Nordrhein-Westfalen
Staatskanzlei

BiBi
BLOCKSBERG

podimo