

LOBNISH KASHYAP

Digital Marketing Professional | AI-Powered Marketing
MBA Digital Marketing (2024-2026) • Meta Certified
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PROFESSIONAL SUMMARY

Digital Marketing professional with an MBA in Digital Marketing (CGPA 8.0/10) and hands-on experience across social media strategy, content strategy, SEO, and Generative AI-powered campaign development. Meta-certified in Social Media Marketing, Marketing Analytics, and Data-Driven Marketing. Founder of an independent AI creative studio building spec brand campaigns using Generative AI platforms (Leonardo AI, Adobe Firefly, Gemini). Brings a builder's mindset to digital marketing transformation - combining brand storytelling, SEO-driven content strategy, and applied AI tools to drive engagement and brand recall.

CORE COMPETENCIES

Digital Marketing Strategy • Content Strategy & SEO • Brand Positioning & Storytelling • Social Media Campaign Management • Customer Engagement & Community Building • Generative AI for Marketing (Leonardo AI, Adobe Firefly, Gemini) • Marketing Analytics (Google Analytics, Meta Marketing Analytics) • Website & Content Platforms (WordPress, Elementor) • Cross-Platform Content Strategy (Instagram, Facebook, LinkedIn, Pinterest)

WORK EXPERIENCE

Lead Digital Marketer | **TheCalmSpace**

Nov 2025 - Present

- Own end-to-end digital marketing execution across Instagram and Facebook, delivering a trust-led, compliance-first content strategy for a mental health and wellness brand
- Plan and execute SEO-driven blog content aligned to mental health and wellness search intent to grow organic visibility
- Develop brand positioning frameworks, storytelling narratives, and visual identity guidelines for consistent omnichannel presence
- Lead organic community engagement and audience growth initiatives through targeted social media campaigns
- Implement content quality-control processes to ensure compliance with platform and industry standards

Digital Marketing Intern | **Blacklisted Agency**

Jun 2025 - Jul 2025

- Conducted market and competitor research to identify local digital engagement opportunities
- Supported planning, scheduling, and execution of multi-channel digital marketing campaigns
- Created social media content and performance analysis for client accounts
- Managed campaign optimization and client coordination, including key client Swagath Restaurant & Bar

PROJECTS & CREATIVE VENTURES

CipherDreams | **AI-Powered Brand Campaign Studio** | **Founder**

2024 - Present

- Founded an independent AI creative studio applying Generative AI platforms (Leonardo AI, Adobe Firefly, Gemini) to produce spec brand campaigns for Indian and global brands, including Adidas, LEGO India, Maggi, boAt, Amul, Coca-Cola, and CEAT Tyres
- Directed end-to-end campaign development from concept through AI-generated image/video content to cross-platform execution across Instagram, Pinterest, and LinkedIn
- Built outreach and business development assets, including DM scripts and LinkedIn PDF carousels, to drive portfolio visibility and client acquisition

ZenSportsGear | Sports & Fitness Brand | Entrepreneurial Project

- Built brand identity, content strategy, and digital presence for a cricket equipment and fitness gear brand (zensportsgear.in)
- Developed website structure and content using WordPress and Elementor with SEO-aligned copy for a consistent brand experience

EDUCATION

MBA - Digital Marketing CGPA: 8.0/10 Apex Institution of Management, Chandigarh University	2024 - 2026
Bachelor of Commerce (Honours) - Marketing 72% St. Anthony's College, Shillong, Meghalaya	2019 - 2022

AWARDS & RECOGNITION

- Academic Excellence Award, Batch 2024-2026 - awarded for outstanding academic performance in the MBA Digital Marketing program at Apex Institution of Management, Chandigarh University

CERTIFICATIONS

Meta Social Media Marketing Professional Certificate • Marketing Analytics Foundation (Meta) • Data Analytics Methods for Marketing (Meta) • Customer Understanding & Digital Marketing Channels (Unilever)