

Vishaan Jethra

Marketing & Content Strategist

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Summary

Marketing and content strategist with a creator's eye and an operator's discipline. I have grown brand accounts into six-figure-view campaigns, built influencer pipelines, and produced live events across the U.S. and Canada. I know what a hook needs, what a spreadsheet needs, and what an 11 p.m. vendor call needs.

Experience

Social Media Consultant

OHH! Macarons · Bothell, WA · Dec 2025 — Present

- Concepted and launched the Punch Monkey campaign, which drove a sellout and funded an orangutan sanctuary.
- Own seasonal drink and menu launches, plus influencer pipeline management.

Freelance Social Media Manager

Kanishka Cuisine · Redmond, WA · Jun 2024 — Present

- Grew Instagram from quiet page to 12.5K followers and 5M+ combined views.
- Run the full marketing stack: filming, editing, posting, website, menu copy, and influencer bookings.

Marketing Associate

Shayr · Seattle, WA · Jun 2024 — Present

- Owned IG, TikTok, and LinkedIn content plus creator partnerships, driving a +40% app sign-up lift.
- Built creator outreach and affiliate tracking from scratch with weekly performance readouts.

Founder & Executive Producer

Dhamaal · U.S. & Canada · 2021 — Present

- Produced South Asian concerts and parties across five markets, selling out shows in two weeks.
- Handled venues, vendors, travel, ticketing, promo, and on-the-ground production.

Marketing Coordinator

Tramona · Seattle, WA · Feb 2024 — Jun 2024

- Ran the marketing team like a small newsroom across three pods, delivering a 2.5× ROAS campaign.
- Wrote the back-to-school Meta Ads brief and reported on it week by week.

President, South Asian Student Association

University of Washington · Sep 2022 — Jun 2024

- Led a student organization, producing events and managing a board and budget.

Selected Work

Tramona — 2.5× ROAS · 150K impressions · back-to-school Meta Ads campaign

Kanishka Cuisine — 5M+ combined views · 12.5K followers · 3 reels/week

OHH! Macarons — 1M+ campaign views · 26% engagement · Punch Monkey campaign

Dhamaal — 5 markets · 800+ attendance · sold out in 2 weeks

Personal Platform — 10M+ peak monthly views · 10+ brand collaborations

Toolkit

- Content: short-form video, hooks, captions, creative direction, creator outreach, affiliate tracking
- Campaigns: paid + organic execution, CTR/CVR/ROAS reporting, Meta Business Suite, Google Analytics
- Program management: Asana, Notion, Airtable, Microsoft 365, Cvent/RainFocus exposure
- Creative: Canva, Adobe Creative Suite, CapCut