



TANAY MISHRA

Automation
Consultant

CONTACT

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www.tanaymishra.com

*"I'm passionate about making
businesses **faster, easier, more fun & more
profitable.**"*

EDUCATION

Bachelor of Engineering (Information Technology)
Manipal Institute of Technology | 2007 - 2011

Entrepreneurship
TheFoundation.com | Class of 2017

Experiential Business Training
FrontierTrainings.com | 2015 - 2016
(Play To Win, Business Empire, Dynamic Impact, Art
Of Diplomacy, Championship Team)

EXPERIENCE

ACCENTURE, INDIA
Data Management | 2011-2013

- Worked as a business data management analyst & database manager for a large USA Insurance client (Allstate)

BUSINESS DEVELOPMENT CONSULTANT
2013-Present

- Since 2013, I started my career path in Entrepreneurship, Consultancy, Digital Marketing, Business Development, Business Growth & Business Automation

PROFICIENCY IN

- Zapier
- Make (formerly Integromat)
- Keap (Infusionsoft)
- Manychat
- ActiveCampaign
- GoHighLevel
- Wordpress
- Clickfunnels
- AI Tools and Agents
- API Integrations

REFERENCES

Please find a complete list of references and testimonials on the link below:

<https://references.tanaymishra.com/>

PROJECT HIGHLIGHTS

SEO & AFFILIATE MARKETING

2013-2015

- Taught myself Search Engine Optimization, and using SEO, undertook a massive project of launching 50+ websites in the affiliate marketing space, and ranked them to the top of Google.
- Generated significant passive income, until mid-2015 when a Google update tanked 99% of the websites.
- Learned a valuable business lesson: Don't use Blackhat SEO tactics!

INFORMATION STREET INC

2015-2018

- Contracted remotely for an USA based marketing automation company.
- Started off developing Wordpress based Membership websites integrated with Infusionsoft (an all-in-one CRM, Email Marketing and eCommerce system).
- Worked on Infusionsoft, and became a fully qualified **Infusionsoft Certified Partner** in 2016 (with a 98% score on the examination)
- Worked directly with **6 and 7 figure small businesses** and helped them leverage the power of marketing automation and Infusionsoft to grow their business.
- **Coaching and consulting with** business owners in marketing automation, growth and Infusionsoft.
- **Project managed** large integration and API projects based on the backbone of Infusionsoft.
- Awarded 2% **shareholder status** in the company in 2017.
- CEO & Founder of the company **successfully exited** & sold the company in early 2018.

CYCLES ANALYSIS LTD (FINANCIAL & TRADING INDUSTRY)

2015 - 2024

- Started in 2016 as an **Infusionsoft Coach**.
- Promoted to **Business Manager** and head of Digital Marketing in 2017.
- Grew the business from a 5 figure business to a 6 figure business through funnel & email marketing by leveraging automation.
- Awarded 3% **shareholder status** in the company in 2020.
- Helped deploy a full customer lifecycle marketing funnel that maximizes CLTV.

PROJECT HIGHLIGHTS

THE BOT GUYS / THE AUTOMATION GUYS / THE GOODNESS FACTORY

2018 - 2020

- Launched a new business offering in May 2018: **Facebook Messenger Marketing**
- Built engaging Facebook Bots that help nurture leads, save time and close sales for small businesses.
- Contracted to an US-based marketing agency called **The Goodness Factory** where I was in charge of creating Facebook bots for a large franchisee of after-school learning centers that helps children with developmental and learning disabilities called **Brain Balance Achievement Centers**. Helped the clients get great results using virtual programs even during the pandemic.

SCHOOL OF BOTS

2022 - 2024

- Worked as a Chatbot Marketing Manager for the world's leading Messenger Automation Agency, School of Bots under Natasha Willis and Kyle Willis
- Had the privilege of working with client accounts that represent the **top 1% of the world's content creators** - names like Jenna Kutcher, Her First 100K, Amy Porterfield, Prince EA, Mindvalley, Clickfunnels, Selena Soo, and many others with millions of Instagram followers
- I created automations that let people engage directly with the content creators through direct messages, where prospects could be led down their sales funnels to collect leads and generate sales right inside the DMs.
- The automations I helped create generated **hundreds of thousands of dollars** in additional revenue generated for our clients, and **several times that number in emails collected** directly in the DMs.

