



HARSHAD JAHAGIRDAR

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Available Immediately, Age 43, DOB 1979

Multi-Skilled Award Winning Creative Producer Specialising in Branding, Marketing & Content with 22 years experience in 10+ Industry Verticals.

HIGHLIGHTS

“DUBAI FREELANCE WORKPERMIT”

22 Years Experience
300+ PROJECTS

10 Industry verticals
MNC & SME

4 NATIONAL AWARDS

Recent Projects in
JAPAN & VIETNAM

INDUSTRIES SERVED

Retail & FMCG
Beauty Cosmetics
Apparels
Healthcare Tech
Automotive
Engineering
Solar Energy
Agrotech
Automation
Conveyors
IT & Electronics
Real Estate
Food Processing

ASSOCIATED MENTOR
Founders Institute USA
Singapore SG
Sydney Accelerator
Startup India

Experienced working with startups, incubators and accelerators on complete lifecycle.

Raised \$4M USD in sales revenues.

Mentor to top 100 global startups at Singapore Startup SG.

SUMMARY

Events <https://www.harshads.com/events> Experience Centre <https://youtu.be/rS-37eokyyk>

Marketing <https://www.harshads.com/international>

Digital Marketing <https://www.harshads.com/digital-marketing>

Japan Beauty Show <https://www.harshads.com/orgaunic>

I have leadership experience in Creating & Managing Events for various industry verticals. I have worked on C-level executive positions reporting directly to the stake holders. My recent event was in Japan. My engineering background and creative skills help me in many ways. 22 years has also presented me an opportunity to develop skills in creative direction, various web and graphic softwares. I have also have extensive B2B marketing experience which comes handy for promoting events.

Skills, Roles and Responsibilities:-

✓ MANAGEMENT SKILLS:

- Direct various teams of designers, engineers, programmers, audio-video specialists.
- Create budgets based on the events requirement, manage them.
- Create profit centres within the business and develop new business opportunities.
- Create sponsorship, cross branding opportunities, via various digital and print media.
- Implement new technologies to create wow factor, eg projection mapping.
- Reinvent & create distinctive competitive edge to the events to attract participants.
- Involve in designing, layout and planning the events.
- Manage overall smooth functioning, health and safety of the team and participants.
- Facilitate stalls, design agencies for participants.

✓ MARKETING ON GROUND: <https://www.harshads.com/international>

- Evaluate market trends and create gravity around ideas to create new customer base.
- Create traction with existing customer base for engagement in upcoming events.
- Create attractive proposals, conduct power meetings with the key decision-makers.

✓ MARKETING ONLINE: <https://www.harshads.com/digital-marketing>

- Online marketing on various social platforms promoting the events.
- Generate quality b2b Leads using LinkedIn Sales Navigator.
- Manage, Plan & Publish annual content for multiple social platforms.
- Monetise paid campaigns on Google, FB, Insta.
- Create Video Vlogs for YouTube Promotions.

✓ CREATIVE DIRECTION: <https://www.harshads.com/events>

- Experienced in designing, planning, managing corporate events & International expos.
- Understanding of integration of DMX lighting, audio-video, projection, pyro.
- Knowledge of rapid fabrication of stalls, temporary structures in ply, foam, fabric, print.
- Experienced in rapid large format digital printing for flex, vinyl, fabric, special materials
- Provide creative direction for unique ideas.
- Maintain Brand consistency of the event, overall ambience, quality and style.
- Create professional grade Video Promos of the upcoming events.

★ VALUE ADDED SKILLS WHICH COMPLIMENT ANY EVENT PRODUCTION:-

✓ CONTENT DEVELOPMENT: <https://www.harshads.com/creative-direction>

- Each event is unique and it is very important to create an archive of the photos & videos.
- Creating 360 degree content in web, graphics, video & photos to create excitement within existing client base & attract new clients.

✓ GRAPHIC DESIGN: <https://www.harshads.com/brochure-design>

- Creative logos for various divisions and pavilions, internal & external branding, signages for the events.
- Conceptualising attractive infographics to showcase industry information, visitor traction, etc.
- Design Brochures & Banner, Directory for the events.
- Create Premium Royal Invitations with special fabricated box, gold foil, emboss, special printing, installed music.
- Experience working & liaison with offset & digital press/printers, complex printing production.
- Packaging design for boxes, bottles, pouches, special event merchandise - t-shirts, caps, keychains, lapel pins.

✓ WEB DEVELOPMENT: <https://www.harshads.com/website-design>

- Experienced in designing Responsive Website and Landing pages using Wix and Wordpress for the Event.
- Research and create SEO compliant keywords.
- Knowledge of hosting, domains, email configurations.

✓ PHOTOGRAPHY: <https://www.harshads.com/photography>

- Experienced in directing professional grade photoshoots & Interactive 360 tours.

✓ VIDEO PRODUCTION: <https://www.harshads.com/movie-production>

- Experience in small to large scale professional grade video production for promos, corporate videos, Tube vlogs.

★ NATIONAL AWARDS & RECOGNITIONS

- 2016: Award for supporting and promoting SMBs
- 2015: Keynote Speaker at International Conference on Industry Issues, Gujarat.
- 2012: CNN IBN Entrepreneurship Excellence Award, From Anupam Kher.
- 2011: Best Branding Services Award, From Chetan Bhagat.
- 2011: Young Achiever Award, Sakal News Group.

★ EDUCATION & CERTIFICATIONS

- 2023: Admitted for European Doctorate in Business Administration: Branding & Marketing
- 2022: Project Management Skills for Leaders: Project Management Institute Inc. USA
- 2022: Marketing to Humans: Project Management Institute Inc. USA
- 2021: Certification Amazon Trained eCommerce Specialist ATES
- 2021: Certification in B2B Import-Export
- 2016: Building Global Enterprises: [Harvard Business School](#) Executive Program
- 2001: Certification in 2D Animation - Arena Multimedia
- 2000: Certification in Web Designing - Insight Technologies
- 1998-1999: Diploma in Web Technologies (1 year) - Brilliant Technologies CDAC
- 1996-1999: Diploma in Mechanical Engineering (3 years) - Technical Board, India

★ CURRENT EMPLOYMENT

✓ **January 2008 - Present: Virtuosity: Director - Branding & Marketing**

Full Fledged Agency Management with integrated services in web, graphics, social media, photography & video production, Client interaction, Project Management.

✓ **October 2003 - December 2007: Independent Creative Producer, Branding & Marketing Specialist**

Case studies with Client Video Testimonials available on my website www.harshads.com & LinkedIn

✓ **September 2000 - September 2003: CMMSOft: Sr. Graphic Designer**

✓ **August 1999 - August 2000: CMMSOft: Jr. Graphic Designer**