



## HARSHAD JAHAGIRDAR

PORTFOLIO: [www.Harshads.com](http://www.Harshads.com) Email: [virtualharshad@gmail.com](mailto:virtualharshad@gmail.com)

Linkedin: [www.linkedin.com/in/brandguruji](http://www.linkedin.com/in/brandguruji), Available Immediately, Age 43

Award Winning **CREATIVE PRODUCER** with 22 Years of Solid Agency Experience serving B2B & B2C Brands in over 10 industry verticals providing integrated Branding & Marketing Solutions.

### HIGHLIGHTS

**“DUBAI FREELANCE WORKPERMIT”**

Elite Residence, Al Sufouh Road, Dubai - United Arab Emirates.

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Developed Cosmetics Project in **JAPAN & VIETNAM**

### 4 NATIONAL AWARD

360 BRANDING  
★★★★★

CROSS PLATFORM CONTENT CREATION  
★★★★★

GRAPHIC DESIGN  
★★★★★

WEB DESIGN & CMS  
★★★★★

PACKAGING DESIGN  
★★★★★

SOCIAL MEDIA  
★★★★★

EVENT & EXHIBITION  
★★★★★

PHOTO/VIDEO PROD  
★★★★★

COSMETICS OEM MANAGEMENT  
★★★★★

eCOM DROPSHIP INTEGRATIONS  
★★★★★

### SUMMARY

I have key Leadership experience in **Beauty, Wellness & Healthcare** industry directly reporting the Directors. I have **22 Years international experience in developing brands in 360 Cross-Platform & Marketing**. I have also widely travelled for dealer-distributor acquisitions, networking events and exhibitions. I have been brand transformer of large and complex projects providing Integrated solutions in Branding, Marketing & Cross-platform Content feeling business growth.

### ★ KEY PROJECTS: Roles & Responsibilities

#### 1. **Cosmetics-Japan:** <https://www.harshads.com/orgaunic>

*Brand Development & Launch in Japan: Check Interview*

✓ Provided consultation and created high impact international looking brand for Cosmetics Manufacturer. Designed bi-lingual Japanese-English marketing collaterals.

✓ Created packaging for box & bottles for 4 face, hair, body & spa product range (100+ products).

✓ Created professional Video Promos with international models for advertisements.

✓ Designed the entire exhibition stall, liaison with Japanese Teams for onsite installation in Japan. <https://www.harshads.com/events>

✓ Japanese event followed with dealer acquisition in Vietnam. <https://youtu.be/HQMrvFXjsY>

#### 2. **Healthcare/Medical Technology:** [www.harshads.com/microfilt](http://www.harshads.com/microfilt)

360 Brand Transformation: *Client Interview*

✓ Worked as a CMO implementing strategies to reduce marketing cycle time.

✓ Provided vision for international exports, started exports to Germany.

✓ Researched international WHO guidelines and created techno-commercial content of over 200 pages.

✓ Created easy to understand infographics for their various technologies and comparatives.

✓ Organised Product Photography of the machines at the factory.

✓ Created detailed product catalogues with case studies, QR code application for videos.

✓ Organised video production to capture video case studies and testimonial interviews.

✓ Provided consultation & design ideas for improving machine aesthetics, 3D decals.

✓ Created Responsive Website with Content Management System with Products.

✓ Prepared for exhibitions.

#### 3. **Perfumes & Fragrance**

✓ Photoshoot of over 100 products, designing website, retail display point of purchase

#### 4. **USA Based Plastic/Cosmetics Clinics**

✓ Did Brand Evaluation for about 70 clinics from US for their performance on various social medias, local searches, quality of website, content, etc.

#### 5. **Brand Jeevanrekha Ayurveda by Dr. Sabnis**

✓ Did Brand Consultation & Marketing evaluation for Lifestyle Improvement Products & Weightless Kits, also focused on expansion of franchise operations in major cities in India.

## ★ **MULTI-LATERAL SKILLS**

- ✓ **MARKETING**: Online & On-Ground <https://www.harshads.com/international>
  - Online content marketing for various social platforms via tools such as Hootsuite.
  - Generated quality b2b Leads using LinkedIn Sales Navigator.
  - Conversant with e-commerce marketplaces such as Amazon.
  - Integration with Dropshipping platforms Aliexpress, etc.
  - Thorough experience in Go-To-Market strategies for both b2b & b2c online & offline.
  - Conducting power meetings with key decision makers, conduct events & exhibitions.
  
- ✓ **NETWORKING EVENTS & EXHIBITIONS**: <https://www.harshads.com/events>
  - Experienced in designing, planning and managing corporate events.
  - International Beauty Exhibition Japan <https://www.harshads.com/organic>
  - DMX Event/Stage lighting, audio video management, multi vendor management.
  
- ✓ **BRANDING**: <https://www.harshads.com/gtm-strategies>
  - Led entire Brand Transformation with innovative ideas to engage connections with the target audiences.
  - Focus on communications and vision for the groups branding, drive the future vision to the board, working with senior executive leadership to set strategic framework and driving growth initiatives.
  - Lead the Brand in 360 sphere of Marketing, Branding, Creativity & Digital.
  - Build strategies for creating Brand awareness, re-engineered and implemented marketing strategies.
  
- ✓ **CREATIVE CONTENT DEVELOPMENT**: Creative + Content
  - Experience in creating 360 degree content development in web, graphics, video for social media
  - Engaging influencers for creating content endorsing the beauty products
  - Store positioning, Store front design and decoration, fabrication, Events Designing
  
- ✓ **WEB DEVELOPMENT**: <https://www.harshads.com/website-design>
  - Experienced in Designing Responsive Website using Wix, Wordpress, Shopify.
  - Create eCommerce websites selling products or services or solutions.
  - Research and create SEO compliant website with large portfolio of products.
  - Knowledge of hosting, domains, email configurations.
  
- ✓ **GRAPHIC DESIGN**: <https://www.harshads.com/creative-direction>
  - Creative logos, brand identity, brand manual, internal & external branding, signage.
  - Create Packaging Designs for cosmetic boxes, flexible punch, bottles. Digital Mockups for Pre-Marketing.
  - Create International looking hi-impact marketing collaterals.
  - Experience working with offset & digital press/printers, complex printing production.
  
- ✓ **PHOTOGRAPHY**: <https://www.harshads.com/photography>
  - Experienced in Beauty, Fashion & Lifestyle shoots, Product Shoots
  - Own and work on full frame DSLR, Soft lighting, excellent Post production skills
  
- ✓ **VIDEO PRODUCTION**: Check behind the scenes of a Lifestyle Shoot <https://youtu.be/mfCkiD6ChDM>
  - Experience in small to large scale Professional grade video production with models for creating beauty Promos
  
- ★ **NATIONAL AWARDS & RECOGNITIONS** <https://www.harshads.com/harshad>
  - 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: In process of pursuing European Accredited 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**

- ▶ I am responsible for the entire Agency Management with integrated services in web, graphics, social media, photography & video production, Client interaction, Project Management, Create Proposals.
- ▶ Interact with key decision makers / stake holders of large engineering & retail brands for strategic meetings.
- ▶ Create Brand, Media & Marketing plans with Budgets and execution strategy.
- ▶ Manage various teams including graphic designers, content creators, programmers, photographers.

### ✓ **October 2003 - December 2007: Independent Branding & Marketing Specialist**

- ▶ In these 20 years I got the opportunity to work on many complex projects solving large problems. I served on key positions for International Brands such as Mahindra & Mahindra, Zensar, Baker Gauges Hoerbiger, Linfox, Armstrong, etc.

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

### ✓ **August 1999 - August 2000: CMMSOft: Trainee Graphic Designer**

### ✓ **July 1996 - July 1999: Worked Part Time as a Salesman for Whirlpool while studying**