



HARSHAD JAHAGIRDAR

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Linkedin: www.linkedin.com/in/brandguruji, Available Immediately, Age 43

22 years of Creative Entrepreneurship coupled with a strong business acumen. Innate ability to marshal people and create gravity around ideas, transform them into real profitable Brands !

HIGHLIGHTS

“DUBAI FREELANCE WORKPERMIT”

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

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+91 8265082802

Recent Projects in
JAPAN & VIETNAM

ASSOCIATED MENTOR
Founders Institute USA
Singapore SG
Sydney Accelerator
Startup India

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

10+ Industry Verticals

GRAPHIC DESIGN

★★★★★

WEB DESIGN & CMS

★★★★★

SOCIAL MEDIA MKTG

★★★★★

CROSS PLATFORM CONTENT CREATION

★★★★★

EVENT DESIGN & MANAGEMENT

★★★★★

PHOTO/VIDEO PROD

★★★★★

SUMMARY Please check the links to understand the quality of my work & testimonials:-

- ❖ I have Leadership experience running & managing an Agency serving multiple Brands as well as Directing Macrom of a Brand. I have experience working on a Senior/C-Level executive position directly reporting the Directors / Investors / Stake Holders.
- ❖ Have thorough expertise delivering large & complex projects in 360 sphere building Integrated Cross-platform solutions.
- ❖ Directed professional grade commercial photoshoots, video production for corporate movies/promos/Bollywood movies.
- ❖ Have planned and executed corporate Events & International Exhibitions. Have directed large eLearning programs for Brands such as Mahindra & Hewlett Packard.

✓ **AGENCY & MARCOM SKILLS**

★ **Agency Leadership & Marcom Operations**

- Lead the agency with the ownership, creative & financial sides, project acquisition.
- Project Management of multiple accounts, monitor the health of various projects.
- Experienced in providing customised integrated solutions in Branding & Marketing.
- Creating profit centres adding value added services to the agency's offer.
- Worked on Private, Public and Government Projects valued \$100M.
- Conduct Power Meetings, Hi-impact Presentations to influence key decision makers.
- Skilled in mapping project scope and drafting detailed professional proposals.
- Vendor development & management, creating fractional teams of freelancers
- Creating strategic partnerships, collaborations for sponsorships
- Develop a culture of innovation to drive creativity in the organisation.
- Managing In-House Teams for creative output and managing external vendors.

★ **Agency or Marcom Services**

- Creating Go-To-Market GTM strategies for client brands.
- Create Cross-Platform Content for their Marketing - Graphic & Video.
- Ideate Branding & Marketing solutions encompassing 360 cross-platform medias in Web, Graphics, Social Media, Campaigns, Videos, Events, Print, Packaging.
- Direct & provide web, digital, print and on-ground support for clients projects.
- Create Short-terms services for quicker project conversions & agency ROI.
- Develop new concepts of AMC Marcom services for consistent long-term revenues to build agency's sustainability.

★ **Agency's Marketing - Online & Offline**

- Tap mid/larger local brands, identify their marketing pain-areas and offer solutions.
- Liaison with government bodies to identify existing marcom tenders, introduce new ideas to the local government and build opportunities around them.
- Network at events and participate at trade-shows & startup events.
- Create online client acquisition through Landing pages & Social Media Campaigns.
- Tap international market via online B2B channels such as LinkedIn.
- Create online social media strategies and content in graphic and video.

★ Creative Direction, Project Integration & Execution

- I have worked on complex projects for highly technical B2B companies.
- 22 years has presented me to master skills in graphic design, web, social platforms, photography & video production, which enable me to provide accurate direction to any project with complex integration requirements.
- I have even collaborated with electronics and mechanical engineers to device automation in touch controls, video projection, LED lights and sound for large installations and experience centres.
- I have lead planning and execution of exhibitions, experience centres, retail storefronts, POP.
- I can practically gauge the creative deliverables in the high pressure situations.

✓ FEATURED PROJECTS FROM VARIOUS INDUSTRIES: My Role & Responsibilities

- 1. B2B Cosmetics:** Brand Development & Launch in Japan: *Check Interview* <https://www.harshads.com/orgaunic>
 - ✓ 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 website, Social Media and Exhibition.
 - ✓ Designed the entire exhibition stall, liaison with Japanese Teams for onsite installation in Japan.
 - ✓ This Japanese event followed with dealer acquisition presentation in Vietnam.
- 2. Healthcare Technology:** 360 Brand Transformation: *Check Client Interview* www.harshads.com/microfilt
 - ✓ Worked as a CMO implementing strategies to reduce marketing cycle time from 3 months to 1 week.
 - ✓ Provided vision for international exports, started exports to Germany.
 - ✓ Researched international WHO guidelines and transformed 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 and QR code application for videos.
 - ✓ Organised video production teams to capture video case studies and testimonial interviews.
 - ✓ Provided consultation & design ideas for improving machine aesthetics, 3D brand name in plastic decals.
 - ✓ Created Responsive Website with Content Management System with Products.
 - ✓ Prepared for exhibitions.
- 3. Waste Management Technology:** National Level Startup Project: <https://www.harshads.com/spruce-up>
 - ✓ This was a startup project by a IIT+Harvard Graduate who designed & developed street cleaning machine. It was deployed on National Scale by Central Government of India, creating employment of over 1000 people, sales revenues reached over \$4M in 18 months. I was the Chief Mentor for developing the brand in 360.
 - ✓ I developed unique logo for the brand, created marketing collaterals explaining the technology & applications.
 - ✓ Developed professional grade cinematic machine promos, videos of machine demos /operation.
 - ✓ Designed Exhibition with LED Wall displaying machine Promos and actual demo of the machine in front of it.
 - ✓ I developed strategies to offer the machines to the Government and was key presenter to Chief Secretary of Urban Development of India. *Testimonial and Video Documentary available on the given link.*
- 4. Engineering Company:** 360 Brand Transformation: <https://www.harshads.com/baker-gauges>
 - ✓ Participated in creating strategies with the president of the company and core C-Level members.
 - ✓ Transformed the brand in 360 including digital, web, social, print media, Photographed over 200 products.
 - ✓ Streamlined complex techno-commercial content for over 200 engineering products.
 - ✓ Created corporate responsive website with CMS, Directed professional Corporate video with Voice Over.
 - ✓ Improved international representation with annual participation in expos in Germany, USA.
 - ✓ Improved exports from 20 countries to 50 countries, scaling overall turn-over to \$500M.
- 5. Conveyors/Automation Company:** 360 Brand Deployment: <https://www.harshads.com/armstrong-conveyors>
 - ✓ I was responsible to design logo, build brand guidelines, marketing collaterals, website, technical 3D models.
 - ✓ I provide ideas to improve brand performance and mobilise international representation.
 - ✓ Recently collaborated with US based company, current valuation at \$100M.

6. **US Brand in Car Sparkers:** Packaging Project: <https://www.harshads.com/boston-acoustics>
 - ✓ Product Photography and packaging design of over 10 product line.
 - ✓ Layouts for multi-coloured corrugated packaging ready for print production as per international standards.
7. **AgriTech:** Brand Transformation: <https://www.harshads.com/agroripe>
 - ✓ Improved the brand position, deployed strategies focusing on larger projects, increased employee retention.
 - ✓ Conducted Events, created unique infographics which reduced sales cycle time, resulted in \$1M project.
8. **Food Processing:** Entire Brand Development & Deployment: <https://www.harshads.com/mfoods>
 - ✓ Client created a food processing facility with a capacity of 5000 Metric Tons for national market & exports.
 - ✓ I was involved in the developing the entire brand in 360, create b2b & b2c marketing strategies for developing local retail markets through tapping retail chains, strategies for exports.
 - ✓ Developed entire brand from building the logo to factory signage, uniforms, marketing collaterals. Created responsive website, corporate video, bulk & retail packagings for various products.
9. **Solar Bus Shelter:** Public Private Partnership: <https://www.harshads.com/solar>
 - ✓ Worked on an initiative for Social Enterprise to formulate an idea for creating a Solar Power Bus Shelter.
 - ✓ I was part and parcel of formulating the entire brand, create marketing collaterals to impress government bodies & corporates. Created attractive videos for presenting the concept.
10. **Famous IT Company:** Marketing Collaterals: <https://www.harshads.com/zensar>
 - ✓ Worked creating entire marketing collaterals for famous IT company Zensar.

✓ **MY PORTFOLIO WEBSITE WITH PROJECTS & SKILLS** WWW.HARSHADS.COM

✓ **NATIONAL AWARDS & RECOGNITIONS**

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

✓ **EDUCATION & CERTIFICATIONS**

- 2023: 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: B2B Import-Exports, International Business Management & Marketing
- 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

✓ **EMPLOYMENT**

- **January 2008 - Present: Virtuosity: Director - Branding & Marketing**
- **October 2003 - December 2007: Independent Creative Producer, Branding & Marketing Specialist**
 - Many Reputed Clients: Mahindra Automotive, Mahindra Conveyors, Zensar.
 - Kindly understand that large turn-key projects are only contracted and hence had to work on contract only.
- **September 2000 - September 2003: CMMSOft: Sr. Graphic Designer**
- **August 1999 - August 2000: CMMSOft: Trainee Graphic Designer**