



HARSHAD JAHAGIRDAR (Dubai Freelance Visa)

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Award Winning Marketing, Branding & Communications Specialist with 22 Years of Solid Experience in developing 360 Cross-Platform Strategies and Content for B2B / B2C verticals.

PROFESSIONAL SUMMARY Please check the supporting links in my CV.

C-Level Executive with 22 years of experience providing integrated solutions in Cross-Platform Marketing & Branding. I have worked with over 10 verticals in B2B & B2C for Service, Solution & Product based organisations.

- ✓ Instrumental in Transforming Brands to \$100M+
- ✓ Startup revenues at \$4M with Government Contract
- ✓ Mobilised International launches, recently in Japan
- ✓ Facilitated Dealer acquisition in Poland, Vietnam
- ✓ Skilled in Cross-Platform Digital Marketing
- ✓ Charismatic Personality for International Marketing
- ✓ Agency Experience to Build or Transform Brands
- ✓ Lead Generation, Build Pipeline, Funnels
- ✓ Spearhead with Guerrilla Strategies
- ✓ Influencer to the Key Decision Makers / Investors
- ✓ Mentor to 4 International Incubators
- ✓ 4 National Awards working with over 300 Projects

My Multi-Lateral Story-Telling Approach for Accelerating the Growth

"I strongly believe that just Marketing Skills are not effective these days. Attention span has reduced. Earlier Audiences were researching before they wanted to buy, but now AI is ensuring that Audiences are constantly shown relevant content before they research. That's why to Accelerate Marketing, I build strategies for Planting Relevant Stories at various online and offline touch-points. This helps increase recall and retention of any Brand."

Skills, Roles and Responsibilities:-

✓ **Leadership** Example <https://www.harshads.com/microfilt>

- I have Co-owned and responsibly driven the Brand's vision to newer heights with the Directors/Investors.
- I love to find synergies by visiting events, meeting various companies, understand their business and offer.
- I have an Entrepreneurial mindset to create business ideas and successfully commercialised them.
- Created revenue roadmaps/profit centres along with the Directors as per company's growth aspirations.
- I have implemented Go-To-Market GTM strategies to shape International Blueprint.
- Successfully built Brands from scratch with Integrated Solutions in Online & Digital Marketing. (Retail & B2B)
- Introduced different marketing techniques such as creating an experience centre to enable Market Traction.
- I have helped transform Engineering & Technology Companies, a few of them currently valued at over \$100M.
- Extensive experience working with Startups to develop their ideas and launch their Brands.

✓ **Strategic Management, Planning & Execution** <https://www.harshads.com/orgaunic>

- Revamping the business model & strategy to build a more responsive & market-driven organisation
- Directing competitive strategies and action plans to expand market share to achieve revenue & profitability.
- I have Re-positioned and Transformed Brands based on the trends, competition and expansion plans.
- I have used tools like TeamWorks & Slack to monitor the development and health of various projects.
- My solid agency experience helps me create Annual Media plans and overall Marketing Budgets.
- I have developed B2B & B2C Strategies for Dealer/Distributor/Retail Networks.

✓ **Online & Social Media Marketing** Example <https://www.harshads.com/digital-marketing>

- I can break down goals into actionable targets across channels for various teams/team members.
- I have developed and implemented Cross-Platform Content to Drive Brand Awareness and Traffic.
- I have used planning & automation software like HootSuite.
- I have implemented Marketing Automation through Landing Pages developed on Wix with Google Campaigns.
- Implemented LinkedIn Sales Navigator for B2B Lead Generation, created lead pipelines with 1000+ decision-makers per month for several brands.

✓ **On-Ground Marketing** Example <https://www.harshads.com/international>

- Solid experience in collaborating with external Media & PR Agencies.
- Experienced in planning, executing Internal & External Events and International Exhibitions.
- I am involved at Power meetings by Key decision-makers as their Observer, Advisor & Influencer.
- I am a good ice-breaker to strike conversations at Networking Events & Exhibitions.

✓ **360 Brand Development** Example <https://www.harshads.com/gtm-strategies>

- I have developed end-to-end Brands for B2B and B2C companies in over 10 industry verticals.
- Developed brands for wide range of Products / Solutions / Service based companies.
- For Retail Brands I have developed Brands Names, Logos, Packaging, Collaterals, Websites & Events.
<https://www.harshads.com/orgaunic> Please watch video of Japanese Testimonial.
- I have Transformed Brands of Large Engineering & Automation companies offering Technical Solutions. I developed cross-platform Techno-Commercial content, created technical presentations, created comprehensive technical catalogues, did Industrial Photography, Directed Corporate Videos with voice over, implemented corporate websites with wide range of technical information.
Engineering <https://www.harshads.com/baker-gauges> Healthcare Tech <https://www.harshads.com/microfilt>
- I have helped startups create brand, launch, streamline target market, client acquisition, Government Contract
Eg. <https://www.harshads.com/spruce-up> Waste Management, \$4M in Revenue Generated in 18 months.
- I have helped many Brands in reducing Agency overheads and dependencies.

✓ **Creative & Cross Platform Content Creation Skills**

- I have provided Creative Direction to internal teams and external Agencies based on Marketing Objectives.
Example <https://www.harshads.com/creative-direction>
- I have ideated Unique Brand Names and designed high recall value Logos for known Brands.
Example <https://www.harshads.com/logo-design>
- I am skilled in CMS platforms like Wix & Wordpress to create professional grade websites with SEO tags.
Example <https://www.harshads.com/website-design>
- I am conversant with eCommerce and Dropshipping integrations with Shopify.
- Experienced in directing and conducting onsite professional photography and commercial video production.
Example <https://www.harshads.com/photography> <https://www.harshads.com/movie-production>
- Event designing, planning and execution <https://www.harshads.com/events>

✓ **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.

✓ **RECENT EDUCATION & CERTIFICATIONS**

- In process of Internationally Accredited 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: 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

✓ **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**

- ▶ 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: Jr. Graphic Designer**

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

Reference Projects:

- ▶ Healthcare Technologies, MicroFilt <https://www.harshads.com/microfilt>
- ▶ Precision Engineering, Baker Gauges: <https://www.harshads.com/baker-gauges>
- ▶ Waste Management, SpruceUp Industries: <https://www.harshads.com/spruce-up>
- ▶ Electronics, Boston Acoustics, USA <https://www.harshads.com/boston-acoustics>
- ▶ Automotive Testing, WISE Technologies <https://www.harshads.com/automotive-testing>
- ▶ AgroTech, AgroRipe <https://www.harshads.com/agroripe>
- ▶ Food Process: <https://www.harshads.com/mfoods>
- ▶ Automation & Conveyors: Armstrong <https://www.harshads.com/armstrong-conveyors>
- ▶ IT Company, Zensar, USA: <https://www.harshads.com/zensar>
- ▶ Solar Energy, Inifiniti Technologies <https://www.harshads.com/solar>