



## HARSHA. L

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**Sr. ACCOUNT / CLIENT SERVICING MANAGER | Experience over 3 yrs.**

### CAREER SUMMARY

- Effective and insightful Account / Client servicing manger with over 3 years of in-depth experience in the Brand communication domain. Successfully managed brands across multiple industries such as Automobile, FMCG, Retail & Realty.
- Proficient in developing innovative communication strategies supported with adequate market research.

### AREAS OF EXPERTISE

Insight mining | Qualitative Research | Brand Management | Marketing Strategy | Insightful & sharp creative briefs | Campaign management | Offline & Online Advertising | Team Leadership

### PROFESSIONAL OBJECTIVE

To be a skilled professional in the brand building domain, who is valued by business to entrust their biggest opportunities and challenges.

### PERSONAL SKILLS

Highly observant | Storyteller | Commercially astute | works well under pressure | Creative thinking | Strong analytical & Excellent organizational skills | Avid biker

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### WORK EXPERIENCE – SR. Account Manager

Paradigm Plus Marketing Communications Pvt. Ltd., Bangalore

Mar. '16 – Present

#### Account: RELIANCE FOOTPRINT

- Launched 2016 spring summer collections campaign
- Responsible for the promotion and strategies to establish and grow the brand affinity/preference in the market
- Observe market trends and competition marketing activities to ensure the right message gets communicated

Account Manager

**Accounts: 1. PIAGGIO VEHICLES PVT. LTD.**

- Developed a short and long term advertising plan for the brand apé that addressed perception, new markets, service network, ROI and test rides
- Successfully launched 3 new variants / products that contributed significantly to the growth of market share
- Monitored brand and industry performance through quarterly reports

**2. RIO FUSION DRINK**

- Strategically involved in the development of brand positioning, defining TG, new package designs, offline & online strategies and successfully executed launch & follow-up strategies to establish strong brand presence and preference in market
- Worked with production houses such as NUmobsters & 27th films for brand films, which garnered maximum views & likes on social media
- Wrote creative briefs for TV, print, radio, interactive and in-store POP

**3. GERA DEVELOPMENTS PVT. LTD.**

- Successfully launched ChildCentric homes, first of their kind Homes in India.
- Introduced moment marketing to execute the new brand philosophy - OUTDO
- Worked closely with digital agency in the development and launch of OUTDO micro-site

**INTERNSHIP: Saints and Warriors Pvt. Ltd., Mumbai**

Apr. '12 – June '12

Account: FIAT Automobiles INDIA

- Coordinated with creative team to execute Gudi Padwa festival campaign
- Conducted psycho-graphic and lifestyle study of consumers and non-consumers for Converse shoes pitch presentation

**EDUCATION**

QUALIFICATION	COLLEGE	DISCIPLINE	% / CGPS	UNIVERSITY/BOARD	PASSING YEAR
PG	SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION	MEDIA & COMMUNICATION	2.79 (MAX 4)	SYMBIOSIS INTERNATIONAL UNIVERSITY	2011 - 2013
UG	DAVAN INSTITUTE OF ADVANCED MGMT. STUDIES	BBM	76.33%	KUVEMPU UNIVERSITY	2007 - 2010
DIPLOMA	DISTANCE EDUCATION	DIP. IN HRD	72.25%	CHENNAI UNIVERSITY	2008
12 <sup>TH</sup>	DRM PU COLLEGE	PCMB	50%	KARNATAKA STATE PU BOARD	2004 - 2007
10 <sup>TH</sup>	MVPPC	-	60%	KARNATAKA STATE BOARD	2004

**LANGUAGES KNOWN:** English | Hindi | Kannada**OTHER HIGHLIGHTS**

- Member of the Events Cell – Promotion Team for SIMC
- Successfully organised MAD AD SHOW during Fest O Comm. – 2012
- Event Manager of Inspiration – 08 (Inter College Management Fest)

References available on request.