

Harshita Mehta

PORTOFOLIO

*Hi, I call myself Social Savvy since I have more than
4 years of experience in Social Media.*



About Me

With over four years of dedicated office management experience, I bring a track record of proven skills in enhancing efficiency and achieving excellence. Leading a team of over five digital experts, including content writers, graphic designers, and SEO evangelists, I have consistently optimized performance, fostered collaboration, and adeptly navigated the evolving digital landscape. I am eager to contribute my wealth of managerial experience to drive success in any forward-thinking company.



Client **EXPERIENCE**

In my recent professional endeavors, I have had the privilege of collaborating with a diverse array of esteemed clients, each representing a unique facet of industry excellence. I am currently working with **Hyatt Dining Club** and aside from the notable names in my client portfolio, I have had the opportunity to work with some minor clients, like **Smile Aligners, Gulshan Groups, Select CityWalk, etc.**

Andaz By Hyatt

Lotus Professional

Diggin, Italian Cafe

Hyatt Place Jaipur

Society of Reset, a Hotel

Good Indian, clothing brand

Skills & **ABILITIES**

Client Management



Social Media Execution



Content Writing



Influencer marketing



Event planning



Project PORTFOLIO

These are just a glimpse into the illustrious tapestry of my client interactions. Beyond these major collaborations, I have also worked with a myriad of other clients. In every instance, my commitment to delivering exceptional results and fostering lasting client relationships remains unwavering.

Andaz Delhi

Good Indian

Society Of Reset

Project 01

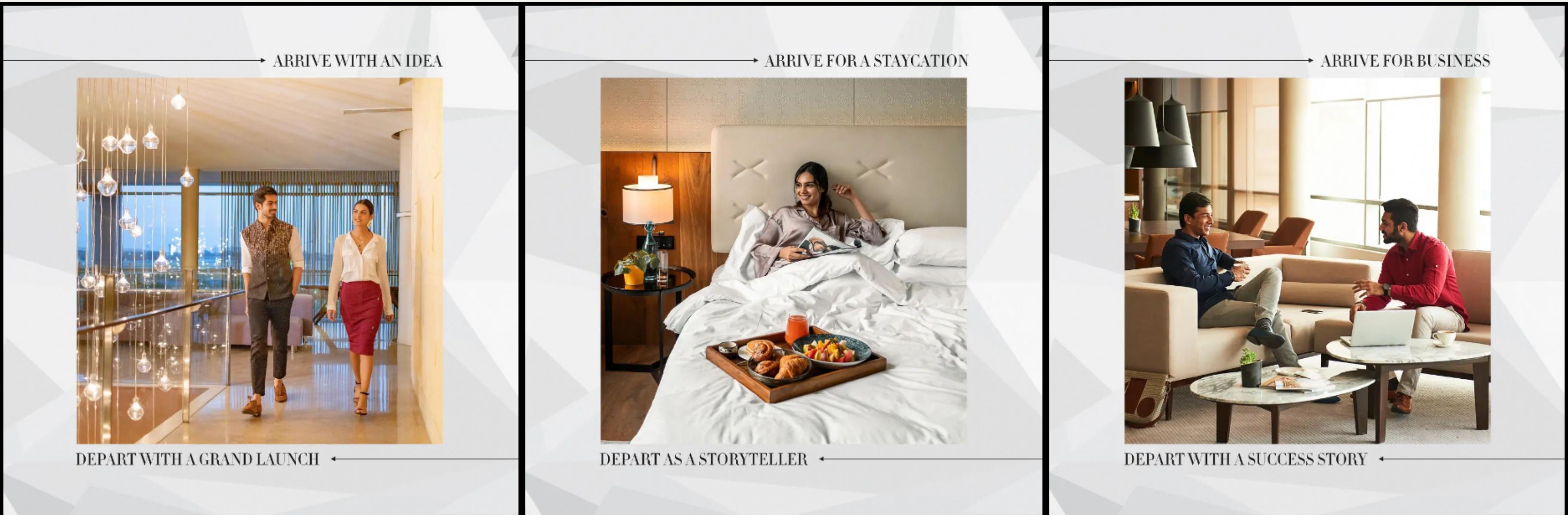
[Click to check the social media](#)

In celebration of the joyous Christmas season, I had the privilege of crafting a bespoke project for Andaz By Hyatt. Merging their exquisite offerings seamlessly into thematic backgrounds, we brought the spirit of the holidays to life. The result was a captivating visual journey that not only showcased Andaz By Hyatt's unique charm but also resonated with their audience on social media.



Project 02

This campaign, "Arrive & Depart," seamlessly aligns with the core values of Andaz By Hyatt. Designed for heightened brand awareness, this initiative emphasizes the hotel's commitment to providing the comfort of a home away from home, coupled with a touch of luxury.



Project 03

[Click to check the social media](#)

This Social Media campaign aimed to revolutionize apparel promotion by infusing quirkiness. Focused on activewear, we ingeniously conveyed the essence of a healthy lifestyle without explicitly showcasing the clothes. This innovative approach not only sparks curiosity but also serves as a compelling avenue to inform and inspire.

**THE
GOOD ■■■
SHORTS**

MADE FROM 100%
RECYCLED POLYESTER



FEEL LIGHTER, GO HIGHER

MICRO WORKOUTS

These are short bursts of exercises that fit into your busy schedule and can be done anywhere, even at your desk or in a small space. These mini workouts aim to keep you active and energized throughout the day, and they can add up to significant health benefits over time.

- Desk Push-Ups
- Chair Squats
- Staircase Step-Ups
- Wall Sit
- Calf Raises

THE GOOD BLOG

ETHICS

Project 04

[Click to check the social media](#)

This project centered around event promotion at Sunday Hotel, featuring a lineup of influential creators. Through engaging activities led by these creators, we strategically amplified the hotel's brand. This dynamic collaboration not only showcased the venue but also positioned Sunday Hotel as a premier destination for unique experiences.

The image displays three promotional banners for "Sunday Creators Day" against a black background. Each banner features the "Sunday Creators Day" logo in the top left corner, which includes a white square icon with a black outline and the text "sunday" and "creators day".

- Bonny Abraham Ensemble:** The banner features a photograph of a seven-member ensemble. From left to right: a man in a white shirt, a man in a brown shirt, a man in a light-colored shirt, a man in a brown shirt, a man in a light-colored shirt, a man in a red shirt holding a double bass, and a man in a light-colored shirt sitting in front of a handpan. To the right of the photo, the text "RESET YOUR MUSIC" is written vertically, followed by the years "2023 / 2022 / 2021 / 2020 / 2019".
- Pradeep Joshnadas:** The banner features a portrait of a man with long hair, wearing a black cap and sunglasses, standing in front of vertical window blinds. The text "RESET YOUR ART" is written vertically to the right of his name, followed by the years "2023 / 2022 / 2021 / 2020 / 2019". Below the portrait, the Instagram handle "@THEBOMBAY_DOODLER" is listed.
- The Bombay Doodler:** The banner features a portrait of a man with long hair, wearing a black cap and sunglasses, standing in front of vertical window blinds. The text "RESET YOUR ART" is written vertically to the right of his name, followed by the years "2023 / 2022 / 2021 / 2020 / 2019". Below the portrait, the Instagram handle "@THEBOMBAY_DOODLER" is listed.

MEET OUR CREATORS
5 amazing creators to launch Sunday Hotel, Jaipur!

NOTABLE AI PROJECTS

A photograph of a woman with blonde hair, wearing a red and gold patterned top and a long necklace, standing in a street in India. She has her hands clasped together in a prayer-like gesture. The background shows buildings and a few people in the distance.

societyofreset • Follow

societyofreset If these world famous writers visited India: J.K. Rowling, Salman Rushdie, Virginia Wolf, George Orwell, and William Shakespeare!

#aigenerated #resetwithreading #resetitsasundaything

Edited · 23 w

Heart Comment Share

A screenshot of a social media post from the account "societyofreset". The post features a photograph of a woman in traditional Indian attire. The caption discusses famous writers visiting India. The post includes hashtags for AI-generated content and reading. It was edited 23 weeks ago.

NOTABLE AI PROJECTS



A vibrant, AI-generated image of Lord Ganesha. He has a pinkish-purple hue and is adorned with a highly detailed, ornate golden crown featuring intricate patterns and a large peacock feather. He wears a pair of bright orange sunglasses and a patterned orange and brown jacket over a light blue shirt. He is seated, holding a vintage camera in his left hand and a small object in his right hand. The background shows a blurred view of traditional Indian architecture under a clear blue sky.

societyofreset · Follow

This Ganesh Chaturthi, with a lil help from AI, we reimaged how Lord Ganesha would #reset in style 😎👉

Which one is your fav?

Happy Ganesh Chaturthi ✨

#GaneshChaturthi #ResetItsASundayThing #SundayHotel
#SocietyofReset #Art

Edited · 16 w

For you ▾

kusum.dasi.98 #KabirlsGod
#SaintRampalJi
गौरी पुत्र गणेश जी को तो सब जानते हैं लेकिन वह आदि गणेश कौन है? जो सर्व सृष्टि का रचनहार है, असंख्यों ब्रह्मांडों का स्वामी व पूर्ण मोक्ष दाता है। जानने के लिए अवश्य पढ़ें पवित्र पुस्तक ज्ञान गंगा।

16 w Reply See Translation

kusum.dasi.98 #KabirlsGod

Like button icon

Liked by harshita_.._02 and 28,589 others

NOTABLE AI PROJECTS

Home > Fashion > Trends

Gandhi runs, Nehru does yoga in Good Indian's AI-generated Independence Day campaign

The brand's campaign titled *Push The Good: Celebrate India's Independence Day with Fitness and Pride*, uses cutting-edge AI to reimagine our legendary freedom fighters as athleisure-clad superstars.

Priyamvada Rana
Published : 14th August 2023 05:55 PM



Independence Day campaign

Good Indian, the sustainable activewear brand, gears up to give the world a taste of innovative marketing mixed with a dash of fitness fever. Brace yourself for a novel campaign that is a blend of our iconic freedom fighters' valour, contemporary style, and the magic of AI wizardry. This extraordinary feat is set to hit the scene just as India's Independence Day 2023 arrives, aiming to set hearts racing with both patriotism and a newfound zest for health.

13 May 2023
#UNITEDBYFIT



GOOD INDIAN

DR BABASAHEB AMBEDKAR'S STREET SIDE POWER WALK

Step up fitness

Avneesh Gadgil, the co-founder of Good Indian, remarked, "Our campaign intertwines the tales of our independence heroes with fitness narratives, employing AI in an innovative manner to honour our past while inspiring transformative change in the present. Embracing the power of AI, we've created a potent campaign that not only captivates but communicates a profound message. This AI integration significantly reduces costs, making it an ideal fit for a startup like ours."

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