Harshita Mehta

PORTOFOLIO

Ahoj, I am a social-savvy storyteller with 6+ years of creating scroll-stopping content and campaigns that convert.

About Me

With over six years of experience in digital team leadership and office management, I specialize in optimizing workflows, fostering cross-functional collaboration, and driving results. I've successfully led a team of content creators, designers, and SEO specialists, consistently delivering high-impact campaigns that align with brand goals and audience trends. My approach combines strategic oversight with hands-on problem-solving, enabling me to navigate the rapidly evolving digital landscape with confidence. I'm passionate about turning creative ideas into measurable outcomes and excited to bring that energy to forward-thinking organizations.

To connect, please email **harshitaczu@gmail.com**.

Client EXPERIENCE

Throughout my career, I've had the opportunity to collaborate with a wide range of clients across India and the Czech Republic, each bringing a distinct vision and set of challenges. From established names to emerging brands, I've contributed to projects that span industries and audiences.

Currently, I'm part of the dynamic team at **BIANO** *in Prague, where I specialize in content strategy and platform-specific growth. My previous client partnerships include prominent names like Hyatt Dining Club, Gulshan Group, and Select CityWalk, along with a variety of niche and startup brands.*

- BIANO
- Andaz By Hyatt
- Lotus Professional
- Hyatt Place Jaipur
- Diggin, Italian Cafe
- Society of Reset, a Hotel
- Good Indian, clothing brand

Skills & ABILITIES

Client Management

Social Media Execution

Content Writing

Influencer marketing

Event planning

Project PORTFOLIO

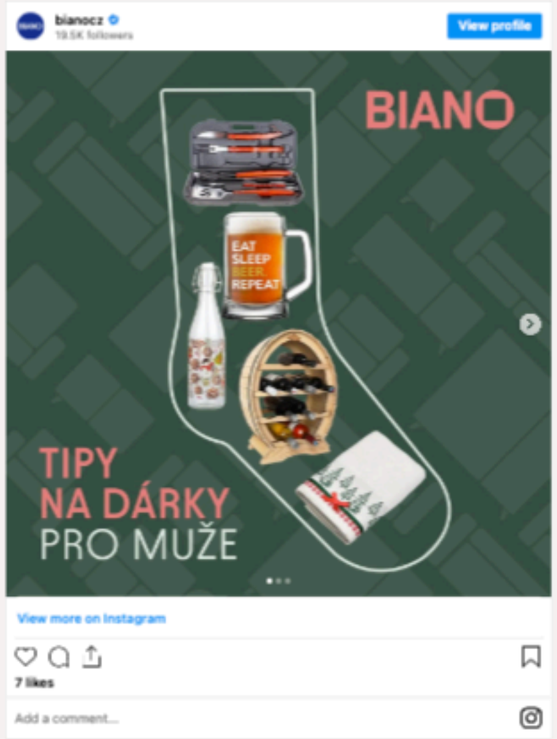
These collaborations represent just a glimpse into the diverse and rewarding client relationships I've built over the years. Beyond the major partnerships, I've worked with a wide range of brands, each project offering unique challenges and opportunities. What remains consistent across all engagements is my dedication to delivering meaningful results and building strong, long-term partnerships rooted in trust, creativity, and impact.

- Andaz Delhi
- Good Indian
- Society Of Reset

Project 01

*At **Biano**, I've led the ideation and execution of multi-platform campaigns, including Black Friday, Christmas Present (for newsletters and Instagram), and a Garden Revamp on YouTube. Each campaign was strategically designed to inform and engage consumers at key moments in their purchasing journey. From concept development to content rollout, I ensured every touchpoint was aligned with seasonal behavior, platform dynamics, and brand storytelling.*

Click here



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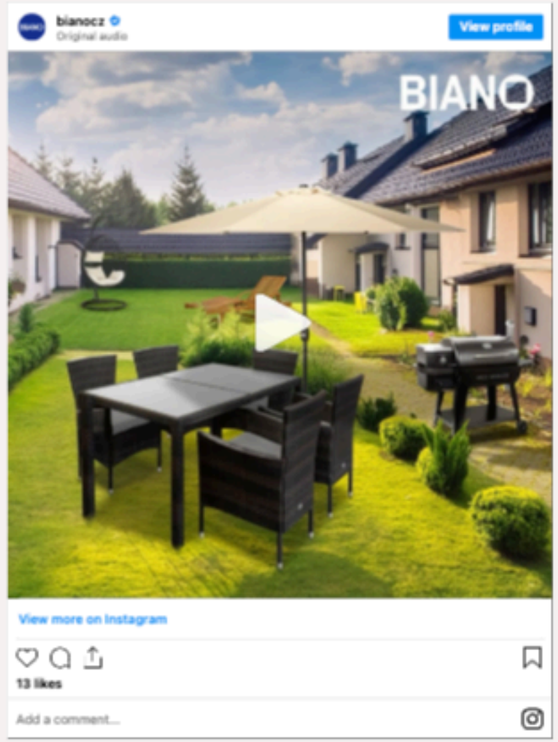

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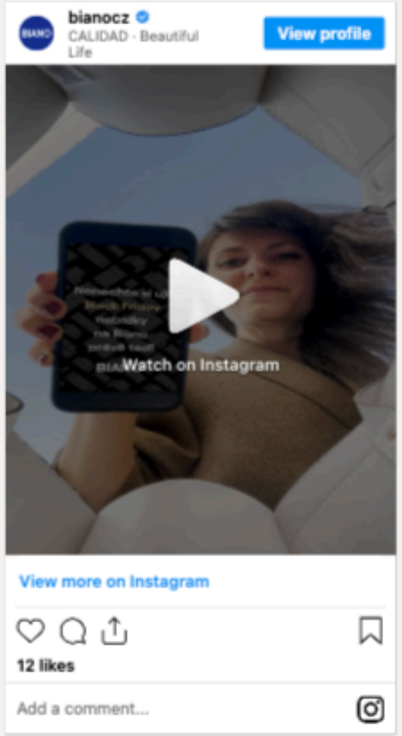


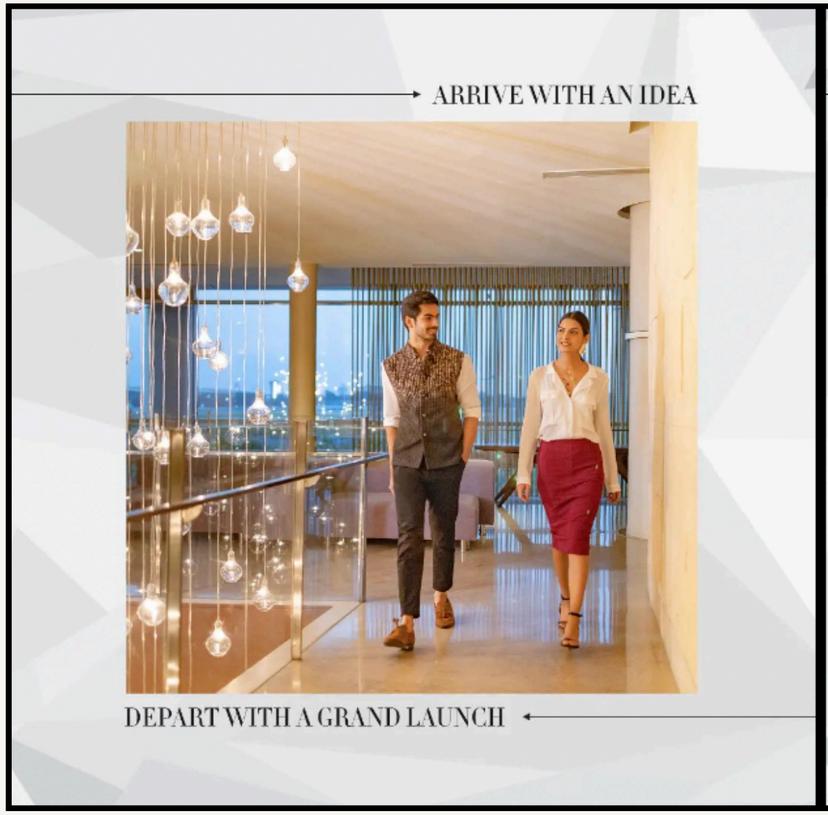
Project 02

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 03

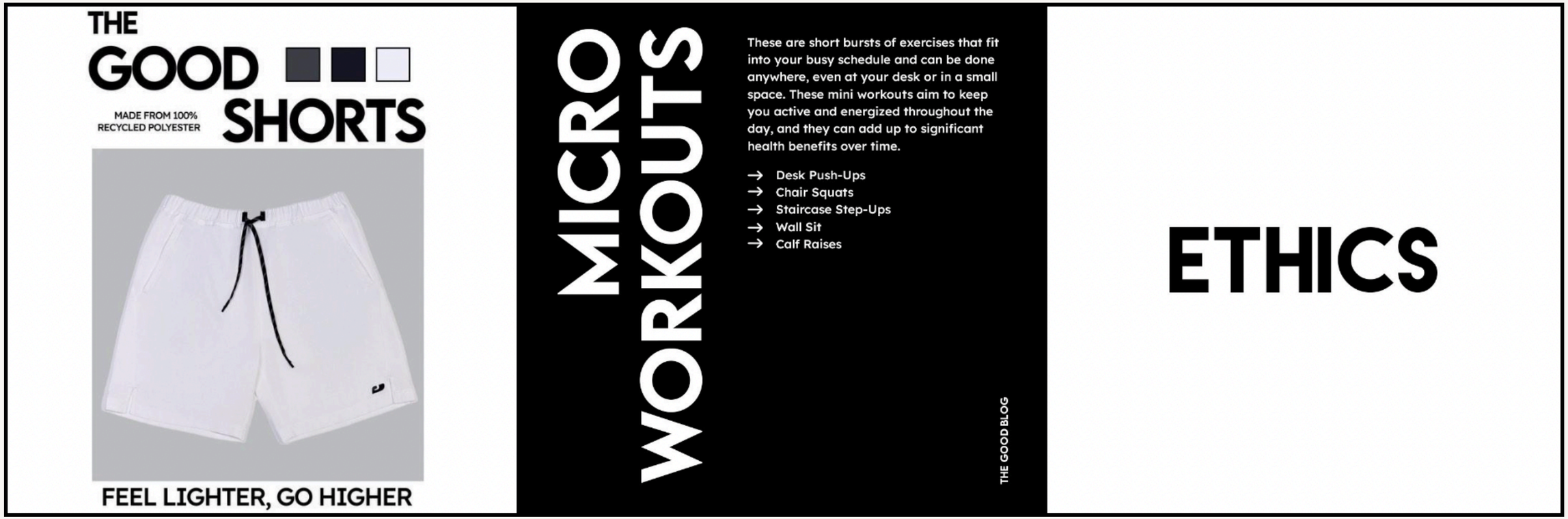
*This campaign, "Arrive & Depart," seamlessly aligns with the core values of **Andaz By Hyatt**. Designed to enhance brand awareness, this initiative showcases the hotel's dedication to offering the comfort of a home away from home, complemented by a touch of luxury.*



Project 04

Click to check the social media

*This Social Media campaign for a clothing brand, **Good Indian**, 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.*

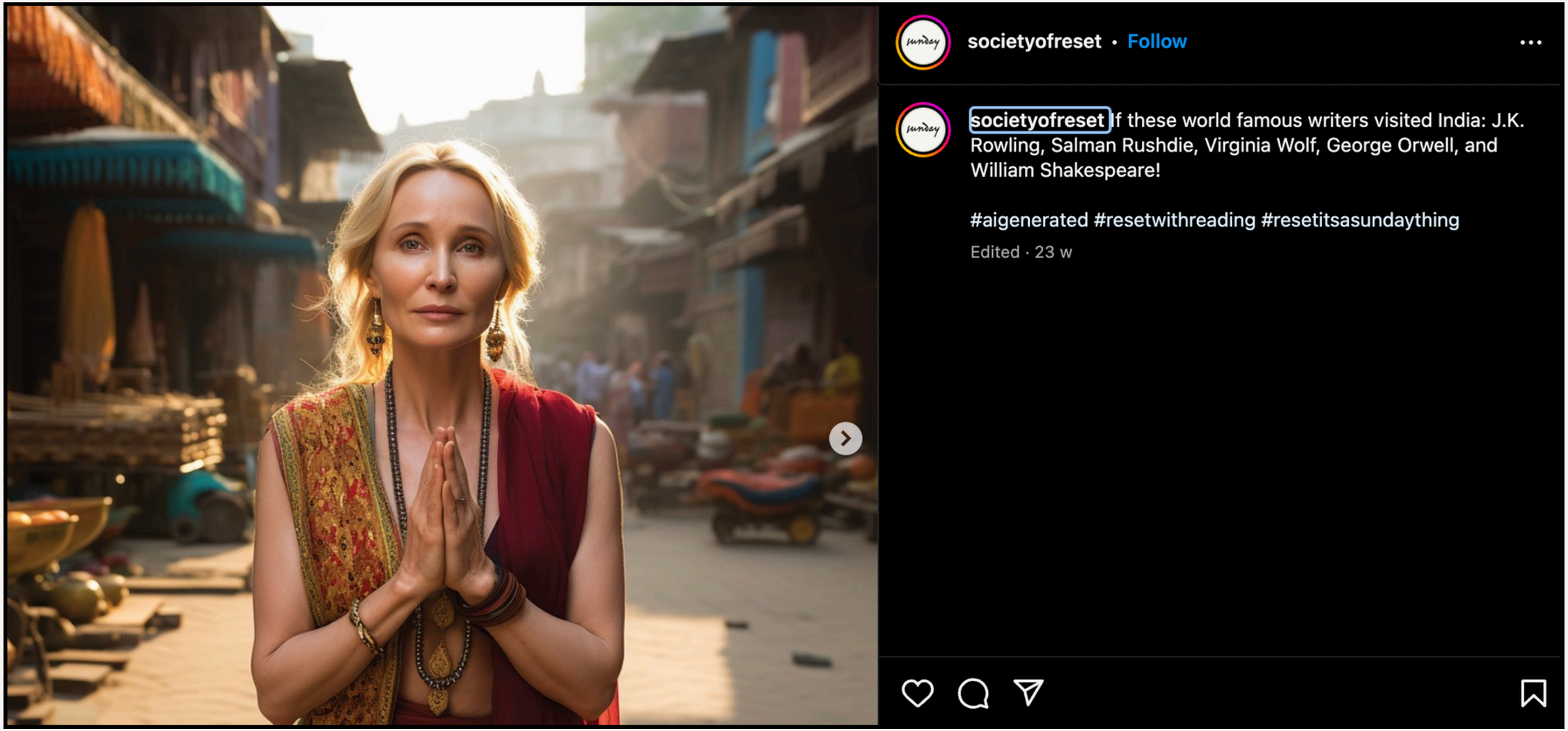


Project 05

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.*

NOTABLE AI PROJECTS



NOTABLE AI PROJECTS

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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

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."

Thank you

FOR YOUR TIME