

HARSH NAGDA

D I G I T A L M A R K E T E R

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PROFESSIONAL SUMMARY

Dynamic Digital Marketer: Expert in crafting data-driven strategies and content that captivate audiences.

Innovative Problem Solver: Leverages creativity and analytical skills to deliver impactful marketing solutions.

Collaborative Leader: Excels in guiding cross-functional teams to achieve exceptional client outcomes.

Strategic Thinker: Skilled in anticipating market trends and optimizing digital presence

SKILL

- Creative Thinking
- Imagination/Visualizer
- Team Player
- Leadership
- Ability to be supportive and motivate others
- Adobe Photoshop and Illustrator
- Canva, Inshot, VN editor & Instagram editor
- Problem Solver
- Decision Maker
- Social Media Marketing Organic
- Meta Ads (Awareness, Engagement, Lead Generation, Page Likes)
- YouTube Organic
- Retargeting Ads
- Prompt Engineering
- Strategic Media Planning

PROJECTS

University Level Project based on Internship work.

- Role Of Advertisement in Insurance Sector

EDUCATION SUMMARY

2024

Semrush Academy Certificate

How to Create an Effective Marketing Strategy

2024

Semrush Academy Certificate

Social Media Marketing Crash Course

2021

Bachelor In Management Studies

Mumbai University

2021

Graphic Design

Disha Institute

2021

Fundamentals of Digital Marketing

Open University

EXPERIENCE SUMMARY

January 2025 - September 2025

Social Media Marketing Executive

OCDS Agency

- Developed creative copywriting and social media caption writing skills
- Handled communications for the leading political party personalities' profiles
- Create a monthly report for each respective client.
- B2C Marketing Strategies
- Involved in Phule movie release strategy; featured in credits
- Handling YouTube for assigned clients.
- Timely Online Reputation Management.
- Growth in Impressions & Engagement on Meta Platforms Organically.
- Optimising Social Platforms
- Brainstorming ideas for clients' monthly strategy
- Research and analyse the monthly Performance

EXPERIENCE SUMMARY

October 2023 - December 2025

Social Media Marketing Executive

The 4P Solutions

- Brainstorming ideas for clients monthly strategy
- Handling YouTube for assigned clients.
- B2B and B2C Marketing Strategies
- Led a lead generation campaign on Facebook, generating 3,000 leads at a CPL of INR 105.
- Generated leads for real estate on Meta Ads.
- Timely Online reputation Management.
- Growth in Impressions & Engagement on LinkedIn Organically.
- Optimizing Social Platforms
- Schedule the posts and reels for clients assigned by the Managers.
- Designed Engaging Stories on Canva.
- Create a Monthly Report of respective clients.
- Research and Analyzed monthly Performance
- Made reels on the template based from Canva.

May 2023 - September 2023

Digital Marketing Internship

The Ideagator

- Schedule the posts and reels for clients assigned by the company.
- Designed Engaging Stories on Canva.
- Create a Monthly Report of respective clients.
- Researched, Analyzed, and Finalized the Influencers for Resort and skincare products at barter and very reasoning pricing.
- Brainstorming ideas for clients' content.
- Made reels on the template based.
- Increased engagement rate, reached in organic post.
- Researched for a brand strategy and engagement for assigned clients.

June 2022 - January 2023

Digital Marketing Intern

Buzo Media

- Analyse social media data and trends to inform content creation and strategy.
- Manage multiple client social media accounts across platforms.
- Prepare monthly reports on social media performance.

- Research keywords and optimize social media accounts for SEO.
- Generate organic reach and impressions on social media.
- Create email marketing campaigns.
- Create reels and story posts on trending topics.
- Deliver cost-effective social media ads that generate impressions, reach, leads, and event responses for clients.
- List businesses and events on various platforms.

ACHIEVEMENTS & AWARDS

- 1st prize in quiz competition on Swami Vivekananda and Mahatma Gandhiji.
- 1st Prize Human Basketball & Spider web.
- Participated in Case Study competition.
- Participated in Suit up, Business Tycoon, Co-operate Charisma.
- Participated in Emerging Talent Workshop Youth Fest.
- Participated in Adventure camp
- Participated in Fashion Show

PUBLICATION

Mumbai University level magazine published by College for unity in diversity

- Unity is Everywhere

LANGUAGE

- English
- Hindi
- Gujarati
- Marathi
- Kutchi

LINKS

- Social Media Management Portfolio

Tap on [Link](#) to view the portfolio