**Harsh Vardhan Asthana**

New Delhi, Delhi

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The mission & vision is striving to achieve by providing the highest-quality satisfaction through our services to customers. Our continuous endeavour to work eventually fulfil to maintain the leadership position by constantly introducing world class innovative products to enhance proficiency & efficiency respectively.

WORK EXPERIENCE

**Head – Sales & Marketing**

Credence Whole Foods (P) Ltd – Gurgaon, India – March, 2016 to Present

 Responsibilities

* Providing consulting on Brand Management
* Building Strategies for online promotion, boosting Brand value.
* Content Management & curation.
* Building strategies to enable the driving of the sales strategies to mature the leads.
* Co-ordinating with the team & managing the budget allowances for assigned project.
* Leading the team to ensure the perfect execution of the campaigns (online / offline) for the brand visibility.
* Conducting the regular meeting to achieve the gap analysis to ensure timely achievement of goals set.
* Ensure corporate communication for generating PR for brand building.
* Undertaking the Digital strategy for the brand promotion in all social platforms.
* Assist the Communications to manage all CREDENCE communication-led interventions in a strategic manner to ensure a seamless flow of information consistent with the institution's image and personalised to suit the recipients' profiles.

**Digital Marketing Analyst (Consultant)**

Pratik Ventures LLP – Hyderabad, India – January 2016 to March 2016

Responsibilities

* Seeking membership of any local or public bodies without first obtaining written permission from the Management.
* Designing the prototype for the mobile application development.
* Undertaking the Digital strategy for the brand and promotion for all social platforms.
* Using and working with tools like MS Paint, Google Analytics, etc for increasing and implementing few changes in the design.
* Co-ordinating with the team to meet the deadlines for the project.
* Working in and as Project Manager for the project till the end to deliver the required project on time.
* Leading from front to help the team & optimize the sponsored campaigns for the brand.
* Regularising the marketing budget, based on thorough market research for the particular strategy.
* Proof reading & building the content on the website and social media channels for digital media & search engines.

**Marketing Head / Lead**

MEDAINO Healthcare (P) Ltd - New Delhi, Delhi - February 2015 to December 2015

Responsibilities

* Providing consulting on Brand Management
* Building Strategies for online promotion, boosting Brand value.
* Content Management & curation.
* Providing PPC Campaigning on Social media networks.
* Communication building channel in Digital Media
* Managing the entire Social Media profile for the client and providing detailed reporting for brands (Monthly, Weekly or Daily) as per requirements.
* Conducting SEO gap analysis, audits and provide benchmarks/reports on a regular basis
* Oversee and manage online initiatives to increase units sold and lower cost per orders (CPA)
* Developed quarterly brand budget, sales forecast and manage online spend
* Manage PPC and strategically increase ROI.
* Optimize sponsored listing campaigns in order to improve click-through rate and decrease fraudulence on networks, resulting in a successful monetization platform.
* Establishing corporate communications to achieve 100% client email inbox delivery

Website: http://www.white.co/

**Communication Specialist**

Council on Energy, Environment & Water- New Delhi, Delhi - September 2014 to January 2015

Assist the Communications Specialist to manage all CEEW communication-led interventions in a strategic manner to ensure a seamless flow of information consistent with the institution's image and personalised to suit the recipients' profiles

* Manage and write content for internal communications and digital-online platforms, such as key messages, blog posts, news releases, statements, change communications, bios, etc.
* Support in designing a strategic roadmap and database for engaging with influencers on social media, especially Twitter. Analysing the budget and formulating works on Excel, using MPP for planning the other tasks.
* Strengthen CEEW database of media/journalists and other key stakeholders within and outside India to target messages about CEEW's activities and research.
* Brainstorm new and innovative ways to communicate regarding CEEW's research & events.

Website: http://www.ceew.in/

Facebook: <https://www.facebook.com/CEEWIndia>

Twitter: https://www.twitter.com/CEEWIndia

LinkedIn: https://www.linkedin.com/company/council-on-energy-environment-and-water?trk

**Social Media Manager**

SongDew Media Pvt Ltd - Gurgaon, Haryana - November 2013 to June 2014

Brand building on the g+ page by various promotion strategies.

* Managed the page as well as welcoming different feedback from customers / users and implemented the same on other social platforms.
* Produced & created content writing, digital marketing, SEO & Managed with Google Adwords.
* Managed & was responsible to bring the brand name along with the social media page to various search engines (like Google, Bing, Yahoo, etc)
* Built Strategies & Planned to popularize the brand both through online and offline methods.
* Lead & coordinated with team for Campaigning with Advertisements / Events / PR.

Website: http://www.songdew.com

Facebook: https://www.facebook.com/songdewnetwork

Twitter: https://twitter.com/songdewnetwork

Google+: https://plus.google.com/+SongdewNetwork/

**Analyst (Lead ETL Developer)**

M & N Business Intelligence LLP - Gurgaon, Haryana - January 2013 to October 2013

Planning & Designing the Projects on basis of client requirements with appropriate BI tools involvement.

* Leading Operations Coordination with teams in of f / on shore locations.
* Leading projects related to different verticals & managing them effectively viz. Inventory, Construction, Retail, etc.
* Managed, handled and achieved completion on multiple projects and priorities simultaneously.
* Coordinating with the team for the development & delivering the project.
* Possessed skills to develop ETL jobs using BI tools like Informatica, SQL, Shell Script for data transfer.
* Experienced in writing complex transformation logic in PL/SQL to implement ETL business rules.
* Experienced with STAR schema design.
* Part Of team developed , integrated Analytic Product named GODAAM with Tally Solution.
* Hands on knowledge of Oracle PL/SQL & performance tuning in Oracle environment.
* Experienced with software development life cycle required.
* Equipped with strong problem solving skills.
* Ability to adapt quickly in a rapidly changing environment while working closely with users and lead cross-functional teams.
* Experienced in Reporting tools like Cognos,SSRS,Quick Reports an added advantage was self-motivated.
* Possessed excellent problem solving capabilities.
* Managed,handled and achieved completion on multiple projects and priorities simultaneously.
* Possessed excellent oral and written communications skills.
* Experienced for working in an Agile development environment

Website: http://www.mnnbi.com/

**BI Developer**

Hewitt Associates Pvt Ltd - Noida, Uttar Pradesh - June 2011 to December 2012

Analysing the data & implementing the logic to bring to proper format through ETL tools.

• Working closely with teams to monitor task & handling the database with SQL, PL / SQL.

* Conducting training sessions with the client to explain the process & intricacies of Data Integrator & the Universe creation process.
* Designing the logical reports out of tools like Cognos, BO, etc on basis of the requirement & Business Unit.

EDUCATION

**MBA in Management**

UNIVERSITY OF LONDON (London School of Economics) - London 2013 to 2014

**B.Tech in Information Technology**

SRM University - Chennai, Tamil Nadu 2007 to 2011

SKILLS

Digital Marketing, Social Media Marketing, Content Management, Strategy Planning, Communications Media, Project Management & Operations, PPC ,Blogging, Market Research, Data Analytic

LINKS

http://in.linkedin.com/in/harshvardhanasthana/en

http://www.harshvardhanasthana.brandyourself.com

https://www.facebook.com/TheHarshVardhanAsthana

https://www.twitter.com/Harsh\_V\_Asthana

CERTIFICATIONS

**Competitive Strategy**

December 2014 to October 2015

This course outlines the various processes & methodology offered during implementing the strategy in various business acumen. With this course, it would help mid-level to senior level management professionals to accomplish the missing links in their respective domain.

**Digital Media Skills & Social Network Manager**

August 2014 to September 2014

This certificate was awarded in the process of handling the project tat involved the promotional activities for different brands related to their social media channels like Facebook, Twitter, Google+, etc. Further this course was designed to upscale the skills of Digital media & advertising in online promotion.

**Certificate In Technical Consulting**

April 2012 to June 2012

Delivering & understanding the minute details to help to figure out the requirement gathering for the project. This helped to further hone the skillsets for looking at the more technical aspect of the business domain.

PUBLICATIONS

**GODAAM- Tally Integrated Advanced Analytic Solution Product**

http://www.tallysolutions.com/website/html/solutions/3rdparty-integrations.php 24 July 2013

Advanced Inventory Analytic Product for the clients having features available in large ERP's and SAP.

**The Mirror** https://paper.li/Harsh\_V\_Asthana/1404927611 9 July 2014

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ADDITIONAL INFORMATION

Highlights of Qualifications:

* Profound knowledge about management issues
* Self confident, initiative, proactive, ambitious, dynamic and high caliber
* Strong interpersonal skills & Analytics
* Proficient with computer ( MS-Excel, Microsoft Project Planner, Power Point, etc)
* Excellent written and oral communication skills
* Strong ability to work independent and under pressure