

NIKHIL SHARDA

EVP - CREATIVE / PUBLISHED AUTHOR / COLUMNIST / BRAND STRATEGIST

Excels in new business revenue generation through aggressive Brand, Digital, Content / PR Strategies, along with the use of market intelligence, digital medium for identifying new revenue opportunities and meeting appropriate targets.

Location Preference: Delhi / NCR



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Core Competencies

Strategic Planning (Content)

Digital Marketing Strategy

Content Curation (Production)

Social Media Engagement

Brand Management / Promotion

Print / Publishing Operations

Public Relations

Sales & Marketing

Team Building & Leadership

Profile Summary

- ⚙ Goal-oriented professional offering **over 20 years'** experience with impressive success in curating campaigns content that drives engagement.
- ⚙ **Leverages key analysis, insights & team approach** to drive organizational improvements and implementation of best practices
- ⚙ **Renowned as a Digital Expert** for providing consultancy to clients; expanded their social media presence & produced corporate responses to issues impacting company's reputation as per global best practices
- ⚙ Skilled in playing an active role in pitches – coming up with cutting edge digital solutions
- ⚙ Expertise in developing, initiating & executing sales & brand building digital plans; managing e-marketing operations to increase profitability
- ⚙ Developed highly effective content, message distribution and engagement platforms which diversified the organization's brand messaging channels, increased quality web visits and lead conversions.
- ⚙ Recognized as a brand change agent, persistent innovator and team motivator who has championed some of the most successful branding strategies and product launch campaigns
- ⚙ Published Author: <https://www.goodreads.com/book/show/16281344-sans-destination>
- ⚙ Portfolio: <http://www.nikhilsharda.in/>

Career Timeline

The Marcom Avenue

Scroll Mantra

Adglobal360 India

2023 - Now

2023 – 2023

2020-2023

2019 – 2020

2015 – 2019

2009 – 2015

Media Mantra Group

FrogIdeas

GoWriteRight Publishing
LLP (eFiction India
Magazine), Gurgaon

Soft Skills



Communicator



Thinker



Innovator



Collaborator



Intuitive



Education

- M.Phil from Jadavpur University, Kolkata (2009)
- **BA (Hons) Media Studies** (Huddersfield University UK) from Wigan & Leigh India, Kolkata in 2006
- **ISC 2003 and ICSE 2001, St George's College, Mussoorie**



Work Experience

Aug' 23 – Present

The Marcom Avenue as AVP – Creative and Business Operations

Key Result Areas:

- **Leadership in Creative Strategy:** Spearheads the social, digital, design, and tech divisions, ensuring innovative and effective communication strategies.
- **Client Requirement Analysis:** Expert in understanding and analyzing client needs to create tailored, impactful strategies.
- **Business Development:** Generates new business opportunities, driving growth and expanding the agency's client base.
- **Operational Performance:** Focuses on maximizing the company's operating performance and achieving financial goals in line with business objectives.
- **Campaign Execution:** Leads the creation and execution of compelling campaigns that resonate with target audiences.
- **Team Management:** Manages and mentors a diverse team of creative professionals, fostering a collaborative and productive work environment.



instax



oppo

Nestlé

DECOR



NEXA
MAHINDRA SUZUKI

Feb' 23 – Aug'23

Media Mantra Group as VP – Digital Transformation

Key Result Areas:

- Spearheading the entire P&L of a Creative unit consisting of 54 people.
- Evaluate trends, assess new data and keep up-to-date with the latest marketing techniques.
- Assist clients in resolving issues by responding to questions in a timely and professional manner.
- Create and implement tailored marketing plans based on individual client requirements.
- Leading brainstorming meetings and creative sessions.
- Shape brand standards and create procedures to ensure all products are brand appropriate.
- Supervise the department's daily workflow, assign project workload, and monitor deadlines and budgets.

- Develop and Direct exceptional and well-crafted copy and design that meet clients' requirements.



June' 20 – Feb'23
Scroll Mantra Private Limited as EVP – Creative Communications



Dec' 19 – May'20
FrogIdeas Pvt Ltd, Gurgaon as Creative Director



Jun' 15 – Dec' 19
AdGlobal360 Pvt. Ltd., Gurgaon as Sr. Digital Evangelist



Previous Experience

Certifications

Aug' 09 – May' 15
GoWriteRight Publishing LLP (eFiction India Magazine), Gurgaon as Chief Managing Editor



Jun' 09 – May' 15
Convergys India Services Ltd., Gurgaon as Content Manager – Network Services

Nov' 07 – Dec' 08
Wipro Ltd., Kolkata as Senior Associate

Jul' 07 – Oct' 07
Sidharth Advertising, Kolkata as Senior Copywriter

Jul' 06 – Jul' 07
Gujarat NRE Coke Ltd., Kolkata as Content Manager

Apr' 03 – Jun' 06
Message Communications, Patna as Media Manager

-  Certified ITIL V3 (Foundation)
-  Google AdWords Certified 2017-2018
-  Google Analytics Certified 2017-2018
-  Google Video Advertising Certification 2017-2018

Selected Published Links

<https://www.campaignindia.in/article/opinion-the-end-of-a-problem/475529>
<http://www.efictionindia.in/2016/02/15/the-word-paradox-a-theory/>
<http://www.efictionindia.in/2014/05/04/is-it-possible-to-say-nothing-by-nikhil-sharda/>
<https://www.linkedin.com/pulse/changing-times-2019-nikhil-sharda/>
<https://www.boloji.com/articles/11014/over-the-edge>
<https://www.adgully.com/it-s-just-a-commercial-97102.html>
<https://lifebeyonddnumbers.com/excellence-costs-dearly-mediocrity-pays-well/>
<https://www.digitalfirstmagazine.com/digital-advertising-a-new-era-in-the-advertisement-industry/>

Personal Details

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