

HARSH NIGAM

DIRECTOR / CREATIVE
DIRECTOR

WORK LINKS

<https://rb.gy/laireo>

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CONTACT

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DOB - 29/09/1995

Current Address - Andheri West,
Mumbai.

ABOUT ME

A strategic and innovative Creative Director with over 9 years of experience in integrated marketing and digital agencies. Proven expertise in collaborating with strategy, design, and client servicing teams to develop compelling, omnichannel campaigns. Skilled in shaping brand voice, conceptualizing high-impact copy for digital, print, and social media, and leading creative teams to deliver work that resonates with target audiences and drives measurable business outcomes.

EDUCATION

SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION, PUNE

2016 - 2018 | Masters in Media and Communication (Audio and Visual)

NATIONAL PG COLLEGE, LUCKNOW

2013-2016 | Bachelor Of Commerce

RANI LAXMI BAI MEMORIAL SENIOR SECONDARY SCHOOL, LUCKNOW

2013 | HIGHER SECONDARY (12th) (C.B.S.E)

CITY MONTESSORI SCHOOL, LUCKNOW

2011 | SENIOR SECONDARY (10th) (I.C.S.E)

WORK EXPERIENCE

FREELANCE CREATIVE DIRECTOR

DECEMBER 2025 - PRESENT

- Conceptualize and lead copy strategy for major brand campaigns, including an influencer-led initiative for HDFC Bank's Pixel, VigilAunty, and Payzapp.
- Collaborate with clients to pitch and execute integrated marketing campaigns for Kuku TV and Pratilipi, ensuring creative alignment with brand objectives.
- Developed the launch campaign strategy, brand voice, and core copywriting for Blue Energy Motors and Kumar Jewelers.
- Acted as Showrunner and lead creative strategist for IPs on Fancode and Nuvoco Cement, driving content development from ideation to final script execution.

NEWJ (JIO CREATIVE LABS)

MAY 2024 - NOVEMBER 2025 | CREATIVE DIRECTOR

- Spearheaded copy strategy and brand partnerships for marquee clients, including Mumbai Indians, Swiggy Dineout, PKL, and Dream11, blending bold storytelling with measurable business outcomes.
- Led the creation of copy for a diverse range of marketing collateral, ensuring consistent delivery of 50+ high-performing creative assets monthly across social media and digital platforms.
- Collaborated with strategy, design, and influencer partners to craft trend-driven, culturally relevant campaigns targeting urban and premium audiences.

SKILLS

- Copy Strategy & Content Development
- Brand Voice & Identity Management
- Campaign Conceptualization & Pitching
- Creative Leadership & Cross-Functional Collaboration
- Quality Control & Copy Editing
- Integrated Marketing (Print, Digital, Social, Video Scripts)
- Writing
- Direction
- Video Editing

- Acted as the creative anchor in pitches and client presentations, building strong relationships and securing long-term agency partnerships.
- Maintained brand voice guidelines and provided rigorous quality control for all outgoing copy to ensure error-free, impactful messaging.

December 2022 – MAY 2024 | ASSOCIATE CREATIVE DIRECTOR

- Led copy and creative direction for over 50+ major brands, including TATA IPL, Swiggy, VICCO, IDFC First Bank, and Motilal Oswal.
- Conceptualized campaigns and wrote compelling scripts and digital copy for national brands like NCDEX and NSE.
- Collaborated closely with art directors and animators to merge copy with strong visual narratives for integrated digital campaigns.

SHUTTERPLAY MEDIA

May 2022– November 2022 | ASSOCIATE CREATIVE DIRECTOR

- Conceptualized and pitched for multiple digital shows for various OTT platforms.
- Working on original content ideas approved by major OTT platforms for both fiction and non fiction genre.
- Worked on creative production of Vice's Vive La Voyage.

WAT CONSULT

June 2019–April 2022 | CREATIVE PRODUCER

- Worked on major brands like SBI Life, Bridgestone, ICICI Lombard, Bajaj Allianz, TATA, etc
- Worked on the creative production of brands from their conceptualization to their final delivery.
- Wrote multiple scripts and directed various digital reserves for various brands.
- Worked as a post producer for projects that required a graphical or animated approach.
- Worked on the production for various brands under short deadlines and executed them in the given deadlines keeping the quality in mind.

REDDOT ENTERTAINMENT

Sept 2019–March 2019 | CREATIVE PRODUCER

- Extensively worked on various corporate shoots and their particular executions on a short deadline, with the successful delivery of the product.
- Conceptualized and did the scripting for various corporate films.
- Handling of the projects from pre- production till the post-production for various clients like Mahindra, Piramal, Times Now, etc.

ESPN

March 2018–July 2018 | ASSOCIATE PRODUCER

- Produced and managed shows from the pre-production stage till the post for IPL, 2018.
- Worked on the episodes for online shows like Run Order, The Chatter, Social Dugout and Both Ends which were made for their digital platforms.
- Worked on the production for Turn & Bounce which is weekly broadcast-ed on the ESPN channel.
- Produced other videos like the special packages related to cricket and also made some special features during the IPL.