



NIKHIL SHARDA
Vice President - Creative and Business Growth

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23 Years 3 Months of experience

PROFILE SUMMARY

- Goal-oriented growth leader with 20+ years of experience across digital marketing, brand strategy, and high-impact content
- Scaled agencies 4x within months through strategic repositioning and performance-led execution
- Led cross-functional teams of 60+ professionals across creative, digital, tech, and strategy
- Delivered 200+ integrated brand campaigns across multiple sectors
- Improved client ROI by up to 120% using data-driven marketing frameworks
- Strong at client relationship building, brand visibility enhancement, and long-term value creation
- Built scalable systems and processes that drive profitability and sustainable growth

WORK EXPERIENCE

Vice President - Creative and Business Growth

The Marcom Avenue

02-2023 - Present

- Led P&L for all verticals, improving operational profitability by 40%+ through stronger planning and margin control.
- Built the Comms Wing from scratch into a multi-crore revenue vertical, onboarding 20+ clients and establishing full execution capability.
- Designed data-driven brand and digital strategies that boosted campaign performance by 110% across major accounts.
- Led 60+ integrated campaigns end-to-end, elevating client retention and brand impact.
- Streamlined operations, reducing delivery timelines by 25% and improving cross-team efficiency.

KEY SKILLS

- Brand communication
- Brand Consultant
- Public Relations
- Public Policy
- Digital Marketing
- Atl Btl
- Community Relations
- Corporate Communication
- Employer Branding
- Strategy Consulting
- Strategic Planning
- Narrative Writing
- Advertising Operations
- Team Building
- Client Relationship Management
- Campaign Management
- Creative Direction
- Content Strategy
- Mentoring
- Business Consulting
- Entrepreneurship

CERTIFICATION

- Kellogg Executive Program - Chief Marketing Officer Program
- Harvard Business School - Leadership, Power & Influence

PROJECTS

Effies Awards 2021 (Mahindra))
4 Weeks

- Drove a double-digit uplift in brand recall through a simplified, unified identity system
- Improved brand consistency by 80%, measured via internal audits across businesses
- Rolled out the new identity across Mobility, B2B, and Non-Mobility verticals, spanning hundreds of digital and offline assets
- Reduced brand execution turnaround time by

EVP - Digital Marketing and Communications

Scroll Mantra Private Limited

12-2019 - 02-2023

- Led end-to-end creative project execution, delivering 50+ campaigns across digital and brand communication.
- Collaborated with account teams to translate client goals into actionable creative strategies, improving approval rates by 30%.
- Directed and mentored cross-functional creative teams, enhancing output quality and consistency.
- Refined presentations, pitches, and content, boosting win-conversion and client satisfaction.

Sr. Digital Evangelist (Digital Marketing)

Adglobal360 Pvt. Ltd.

06-2015 - 12-2019

- Founded and led the Copy Team as Head of Copy, driving creative direction and spearheading 50+ government and public-sector mandates.
- Spearheaded digital transformation frameworks for ministries and PSU projects, improving digital efficiency by 40%+.
- Executed multi-channel initiatives (SEO, SEM, Social Media) that boosted citizen engagement and campaign visibility at scale.
- Created social media governance policies and trained 100+ employees on responsible communication and digital engagement.
- Monitored and safeguarded government digital assets, ensuring compliance, accuracy, and brand integrity across platforms.

Chief Managing Editor

GoWriteRight Publishing LLP (eFiction India Magazine)

08-2009 - 05-2015

- Founded eFiction India, one of India's earliest digital literary magazines, to democratize storytelling and spotlight emerging writers
- Built the platform end-to-end: editorial vision, brand identity, tech stack, content pipeline, and community growth
- Led a distributed creative team of writers, editors, and designers
- Scaled to thousands of monthly readers through

40% with clearer guidelines and scalable systems

- Established a future-ready global brand framework that strengthened recognition, governance, and adoption

OMNIYAT – Luxury Real Estate Brand Transformation

3 Months

- Led a philosophy-first brand identity for one of the UAE's most premium real estate developers
- Built the identity around geometry and Platonic forms, translating OMNIYAT's belief in "geometry as the language of the divine"
- Redesigned the website with cinematic storytelling, minimal copy, shape-led visuals, and Mozart's symphony as an emotive layer
- Delivered a 35% increase in media mentions and a 40% uplift in positive brand sentiment
- Drove a 30% improvement in brand trust scores among high-net-worth audiences
- Strengthened emotional resonance and premium perception across digital touchpoints

Varun Beverages Ltd. (Pepsi Franchise) – Brand Modernisation

4 Months

- Elevated VBL's brand identity with a bold, contemporary logo inspired by "fizz" energy and exponential growth
- Designed a comprehensive logo system including variations, clear-space rules, dos & don'ts, and multi-media application frameworks
- Unified brand expression across ATL, BTL, digital, and on-ground touchpoints
- Achieved a double-digit improvement in brand recognition post-implementation (directional, research-led)
- Strengthened VBL's positioning as a category leader with a scalable, future-ready visual system

Ayena Beauty – Clean, Minimal Skincare Branding

4 Weeks

- Crafted Ayena (meaning reflection) as a premium self-care and skincare brand rooted in purity, calm, and authenticity
- Developed a soft, elegant visual identity using neutral palettes, gentle typography, and

consistent content and community-led growth

- Established partnerships with authors, publishers, and creative communities
- Turned a single idea into a sustainable creative ecosystem and launchpad for new voices

Content Manager

Convergys India Services Ltd

06-2009 - 05-2015

Senior Associate

Wipro Ltd.

11-2007 - 12-2008

Content Manager

Gujarat NRE Coke Ltd.,

07-2006 - 10-2007

Media Manager

Message Communications

04-2003 - 06-2006

EDUCATION

MPHIL - Philosophy

2009

Jadavpur University

Grade - 8/10

MBA/PGDM - Marketing

2019

Bharathidasan University, Trichy

Grade - 8.2/10

B.A. Hons - Media Studies

2006

Wigan & Leigh India, Kolkata

Class XII

2003

CISCE(ICSE/ISC), English

Marks - 84%

understated layouts

- Built a cohesive brand world that reflected natural glow, inner beauty, and mindful self-care
- Strengthened premium perception and shelf appeal across digital and physical touchpoints
- Enabled a consistent, scalable brand expression suitable for the competitive premium skincare market

LANGUAGES

English

Hindi

★ HOBBIES

Collecting Classic Literature & Annotating Stories

Urban Exploration & Architectural Photography

Applying Stoic & Existential Principles to Modern Leadership

★ KEY HIGHLIGHTS

Recognized Amongst the Best

- 2012 – Creative Abby Awards (Goafest): Silver, recognised for Creative Excellence
- 2014 – Creative Abby Awards (Goafest): Bronze, recognised for Creative Excellence
- 2018 – SAMMIE Awards: Gold, Best Digital Travel Brand
- 2018 – DMA Asia ECHO Awards: Bronze, Best Customer Acquisition Campaign (Digital Marketing)
- 2018 – Cannes Lions: Work represented and showcased on a global creative platform
- 2020 – IAMA Awards: Winner, Online Interactive Marketing
- 2022 – Best Healthcare Pharma Brand Award: Recognised for brand excellence in the healthcare category
- 2025 – Marcom Awards (Texas, USA): Platinum Winner, Best Integrated Marketing for

ReNew

- 2025 – Ads of the World: Creative work featured on a leading global advertising platform

Key Clients Worked With

PepsiCo, Britannia, Mondelez, P&G, Dabur, ITC Hotels, McCain, Amway, Johnnie Walker, Tuborg, Reliance Industries, Bharat Petroleum, ReNew, InterGlobe, TCI Group, Royal Enfield, Hero, MINI, Renault, Studds, SMK Helmets, Hewlett Packard Enterprise, Siemens, Twitter, Ingenico, ViewSonic, HSBC, DBS, RBL Bank, Muthoot Group, Exide Life, GSK, Cipla, Maharishi Ayurveda, Kent Healthcare, Arogya World, UNICEF, EU Delegation, Nasscom, India Today, Femina, Eros Now, Kalyan Jewellers, Pepperfry, Skybags, Titan

SOCIAL LINKS

<http://www.nikhilsharda.in/> |

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