

Harnisha Desai, MBA

Marketing Strategist | Brand Campaigns | Creative Production | Digital Advertising

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Professional Summary

Marketing strategist with 5+ years of experience developing integrated brand campaigns, digital advertising, creative content, and video production across hospitality, entertainment, construction, and consumer facing industries. MBA in Marketing with expertise in brand strategy, campaign execution, audience research, and cross-functional collaboration. Experienced in translating business objectives into compelling creative campaigns, managing fast paced production workflows, and delivering measurable brand engagement through storytelling and data informed marketing.

Core Competencies

Brand Strategy • Digital Advertising • Email Marketing • Social Media Campaigns • Content Strategy • Proposal Development • Campaign Execution • Project & Workflow Coordination • Stakeholder Communication • Performance Reporting • Audience Insights • SEO

Tools & Technologies

Marketing & Creative: Canva • Adobe Photoshop • CapCut Pro • Meta Ads **Office & PM:** Microsoft Office Suite • Google Workspace • Adobe Acrobat • Procore **Platforms:** YouTube • Instagram • LinkedIn • Shemaroo • JoJo

Professional Experience

Marketing Coordinator — Red Roof Inn

Connecticut, United States • Feb 2026 – Present

- Design and execute email marketing campaigns and digital advertising initiatives across B2B and B2C audiences, coordinating copy, creative assets, and deployment timelines across multiple brand properties within the Red Roof portfolio.
- Lead proposal development for strategic accounts, translating business objectives into compelling, on-brand marketing presentations and campaign briefs that strengthen client relationships and support revenue growth.
- Manage concurrent quick-turn digital campaign requests by triaging priorities, briefing creative partners, and tracking deliverables to ensure consistent, on-schedule execution aligned with brand standards.

Marketing & Brand Strategy Intern — MESA Corporation

New Haven, CT, United States • Jan 2025 – Apr 2025

- Developed and executed social media content strategies and visual campaigns using Canva and Photoshop, contributing to measurable improvements in brand engagement and audience reach.
- Coordinated 5–8 weekly marketing requests across digital, print, and social channels by managing intake, triaging tasks, and communicating status updates to marketing leadership via structured reports.
- Created standardised briefing templates and workflow protocols that reduced revision cycles and improved alignment between creative output and campaign objectives.

Executive Producer & Creative Marketing Strategist — Dolphin Movie Art

Ahmedabad, India • Sep 2019 – Jan 2023

- Produced high-impact brand advertising campaigns for enterprise clients including Adani, JCB, and Mahindra Tractors across budgets of \$5K–\$80K, driving 15–25% post-campaign sales growth through strategic content and audience targeting.
- Led end-to-end creative development from brief and scripting through production and multi-platform distribution (YouTube, Shemaroo, JoJo) using audience engagement data to continuously optimise performance.
- Managed cross-functional teams of writers, directors, editors, and vendors simultaneously, maintaining SLA-driven timelines and delivering 90%+ of projects on schedule.

Project Coordinator | Strategic Communications — Limboj Infrastructure & Development Group

Ahmedabad, India • Mar 2021 – Nov 2023

- Coordinated 10–15 concurrent project requests/month across architecture, engineering, procurement, and compliance teams, achieving 95%+ on-time delivery through structured triage and stakeholder communication.
- Developed client-facing proposals, presentations, and business development documentation, strengthening relationships and supporting organizational revenue objectives.

Education

MBA, Marketing & Digital Marketing (STEM) — University of New Haven • Jan 2024 – May 2026

B.A., Journalism & Mass Communication — Vishwakarma University • Aug 2020 – May 2023

Certifications

LinkedIn Marketing Strategy • SEO Certified • Data Analytics Essentials • Microsoft Data Analytics • Procore PM (Portfolio Financials)

Languages

English (Full Professional) • Hindi (Native) • Gujarati (Professional) • French (Limited Working) • Spanish (Elementary)