

HARSHIT SRIVASTAVA, MBA, B.Tech.

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PROFILE

A recent MBA graduate with 6+ years of experience across 20+ countries. Exhibited many result-oriented accomplishment in product development & product management strategy. Expertise in strategy development through data analysis via market & customer research. Accustomed to leading cross-functional and cross-demographic teams in regular and virtual environments.

CORE PROFICIENCIES

Elite Business Acumen | Marketing Funnel Development | Marketing Strategy | Go-to-Market Strategy | Facebook Blueprint | HubSpot | Pricing | Research & Market Intelligence | Competitive Analysis | Demand Generation | Communication | Negotiation | Team Management | Data Analysis | MS Office | Tableau | Social Media Marketing | Design Thinking | Agile Methodologies | Digital Marketing | Omnichannel Marketing Plan Tactics | Financial Analysis | Business Planning | Revenue & Budget Forecasting | Jira | SQL | Analytical Reasoning |

INTERNATIONAL EXPERIENCE

- LG Marketing Consultant in Finland, Hong Kong, & Israel for demand generation.
- LG Velvet marketing campaigns with omnichannel influencers in Austria, Germany, France, and India.
- Mobile World Congress 2018, representation with LG South Korea marketing team delegation.
- Marketing Specialist for LG G4 in Czech Republic, Germany, and Slovenia.
- Associate Product Marketing Manager in Italy, Netherlands, Belgium, & France.

CONSULTING PROJECTS

Laurentian Bank (Jul'21 – Aug'21): Worked on strategy and marketing research to discover new consumer segments and value proposition for new reward & loyalty program.

Arcade1Up (Apr'21): Developed marketing plan for Tastemaker LLC. The goal was to launch mini arcade cabinets for arcade gamers and collection enthusiasts. 2-year plan, with \$600 million revenue forecast.

Anima-AI (Sep'2 – Dec'20): Worked on developing go-to-market strategy based on market intelligence and research. Primary data collection, social media campaigning, & product awareness were secondary responsibilities.

Gamentio (Jan'15 – Jun'15): As a game manager, I worked on demand generation for the new online gaming app. Also worked on developing customer persona, quantitative data insights, and story development.

PROFESSIONAL EXPERIENCE

AUTODESK Inc.

Business Strategy Intern

Montreal

Sep'21 – Present

- Intern at Entertainment & Media Solutions team of Autodesk, assisting in business strategy decisions.
- Presented business cases based on market & competitor research, portfolio data analysis, and pricing evaluation
- Working with Product Managers, Go-To-Market Strategy team, and Marketing team on strategy development.
- Working on financial and market dynamics with pricing centric strategy.

LG SOFT INDIA PVT. LTD.

Product Manager Marketing

Bangalore, India

Jan'18 – Aug'20

Led 7-member cross-functional team for marketing research, strategy and funnel development, and campaign decisions.

- Managed product roadmap creation by collaborating with marketing, sales, & production teams.
- Storytelling by customer & market data analysis through visual & analytical presentations.
- Collaborated with intra-organizational teams on discovering market segments & creating buyer persona.
- Prepared product strategies using financial, competitive, and market insights.
- Prepared business cases for defining product positioning, product life-cycle management, & market strategies.
- Mentored new members on marketing strategies and client relations management.

Selected Accomplishments

- Managed LG “Colors of Life” marketing campaign for LG V50, G8s, & Q60 smartphones with omnichannel influencers from Spain, Italy, Mexico, and Brazil.
- Organized ‘Kar Salaam Initiative’ to commemorate 69th Indian Army Day for targeting new consumer segment by aligning new customer persona & new product offerings.

Team Leader

Jan’16 – Dec’17

Led the R&D – Marketing interface team of 4, for reducing product development time and managing product failures.

- Collaborated with marketing & business strategy teams in marketing 4P’s development.
- Drafted compelling stories by conducting primary & secondary market research with competitive insights.
- Presented strategic decks to executives & senior management using visualization tools & Microsoft Office.
- Managed marketing dashboard & campaign analytics to track in-market performance.

Selected Accomplishments

- Awarded ‘Rookie Innovator of the Year’ dynamic marketing metrics & performance tracking tool.
- Received the ‘Client’s Favorite’ award for managing client partnerships by working as a subject matter expert.

Software Engineer

Jun’15 – Dec’15

- Developed SaaS solutions for LG Mobiles.
- Travelled to client locations for understanding marketing & RnD requirements for product optimization.

Selected Accomplishments

- Received recognition for being the first offshore LG employee selected to work in Nordic countries.
- Helped in \$500,000 partnership by working with HQ and LG-Israel team for 4G solution implementation.

UPRIST SERVICE PORTAL PVT. LTD.

Dehradun, India

Head of Marketing & Events

Jun’13 – Dec’17

Co-founded the student centric startup to enhance student experience and bring new excitement to student exposure and volunteering services. Generated \$500,000 revenue and acquired 50,000 customers in 2 years.

- Developed business strategy for driving customer engagement & acquisition through focus targeting.
- Managed social and digital media advertisement for crowdfunding and lead generation.
- Managed influencer marketing and e-mail marketing product awareness strategy deployment.

EDUCATIONAL QUALIFICATION

Master of Business Administration - HEC Montreal, Canada

Sep’20 – Aug’21

- Vice President, Academic Affairs for Association of MBA (AEMBA)
- Managed MBA Games, case competitions and academic events participation.

B. TECH, Computer Science Engineering - Uttarakhand Technical University, India

Aug’11 – Jul’15

- Top 1% student award in 2012 for excellent academic and co-curricular record.
- President of college committee for inter-college festival organization.

LEADERSHIP & VOLUNTARY EXPERIENCE

- **Social Responsibility:** Snake rescue and awareness program, educating 100+ residents and rescuing 100+ Snakes. UNESCO Site restoration with LG CSR, resulting in 12 structures restored and 1270 stairs repaired, employing 200 villagers, and promoting village handlooms at LG Bangalore.
- **Research and Innovation:** Led team to National Final 2009-2010 National Children Science Congress, mentored by Honorable PM of India, Mr. Narendra Modi, on techniques of sponsor pitching and process optimization.
- **Performing Arts:** Headed the college delegation and won the University X-Factor Competition, by scoring 4 singing, 3 shipwrecks, and 1 extempore event.