



# P. Hariharan

Creative Visualizer | Marketing Technologist | Web Design Enthusiast | UI / UX Designer

+91 9980896632

[hapemfeo@gmail.com](mailto:hapemfeo@gmail.com)

<https://www.linkedin.com/in/hari-haran-35713291>

Portfolio  
[www.hariharan.co](http://www.hariharan.co)

## PERSONAL SUMMARY

Full Stack Designer with UI/UX and Visualization experience, specialize in B2B and B2C in a global environment. Focused on implementing creative design and web strategies and marketing technologies, digital marketing, etc. Multi- skilled with all-around Functional and Technical expertise. A seasoned digital marketer who can identify and deal with a customer's need.



## Areas of Expertise

- Graphic Design
- Web Design
- UI / UX Design
- Event Management
- Motion Graphics
- Video Editing
- Sound Mixing
- Social Media Marketing
- Analytics
- Marketing Automation
- Email Marketing
- Paid Marketing



## KEY SKILLS

Software Proficiency -

Adobe Illustrator, Adobe Photoshop CS, Adobe Image Ready 7.0, Sound Forge, Adobe Premier, Adobe InDesign, Macromedia Director, Adobe Audition, CorelDraw, Swish, Macromedia Flash 5, Mx & 2004, 3D Swift, Macromedia Dreamweaver, Microsoft FrontPage, Camtasia, NetBeans

Languages -

CSS3, HTML5, JavaScript, jQuery

CMS -

WordPress, RedDot

Repository Tool -

GitHub.

Marketing & Analytic Tools -

Google Analytics, HubSpot, Salesmanago, Unbounce, WebEngage, IContact, MailChimp, Mixmax, Zoho, Zarget, Moz, Balsamiq.

Sales CRM Tool -

Zoho

Server Tools -

Wampp & Xampp



## Work Experience

---

HMS Infotech Pvt. Ltd. - <http://www.hotelogix.com>

From 23/12/2013 to Present

### ROLES:

- **Senior Web Designer**
- **Manager – Marketing Operations**
- **Interim Marketing Manager**
- **Highlights**

### RESPONSIBILITIES:

- *Developing the B2B website and Blogs in 3 languages (English, Spanish and Portuguese) in SEO friendly and mobile responsive manner. Creating designs for marketing collaterals (eBooks, Whitepaper & Case studies), Tradeshow Event Management (WTM, HITEC, ITB, ATM) – organizing the booth with the design collaterals and getting it launched by handling the vendors in Overseas. Creating marketing animated demo videos and printing collaterals.*
- *Web Operations, including publishing, analytics, technical monitoring of the website.*
- **Analytics Tools** - *Maintain day to day reports across all Geo's and tracking the performance of Goal conversion rate and generating reports across various attributes.*
- **Developing Marketing Automation** - *Creating workflow mailers, lead generation workflow, creating landing pages, Forms and List generation and checking the performance of each page on the website to generate relevant reports.*
- *Handling all marketing activities like Email marketing, Paid marketing (Capterra, Software Advice & Software Suggest), Marketing Strategies, Website Traffic, Website conversion and Event management*
- *Achieved Star of the Month Award and Best Team Player of the Year*
- *Increased the Capterra leads conversion to 10% from 60 leads.*
- *Increased Overall website traffic to 50k, and for the targeted countries to 30K with 2% conversion.*
- *Automated Indirect to Direct workflow mailers to increase the conversion rate.*
- *Managing end to end trade-show events including cost optimization and vendor interaction.*
- *Reduced the budget to 50% by selecting the relevant Email Marketing tool, and transitioning over to the new Email Marketing tool.*

**VWR Lab Products Pvt. Ltd. – <http://www.vwr.com>**

*From 09/07/2007 to 19/11/2009*

**ROLES:**

- ***E-Marketing Coordinator***
- ***Highlights***

**RESPONSIBILITIES:**

- *Responsible for creating marketing materials and develop and maintain the webpage for 21 countries in 11 languages of Europe.*
- *Achieved the Best Employee Award in the team.*
- *Managing the entire website and the translations by taking the support of the team in different countries of Europe.*
- *Had good relationship with my team and trained my colleagues in RedDot CMS*

**Xenos Technologies Ltd**

*From 18/04/2005 to 23/03/2006*

**ROLES:**

- ***Promotional Manager***
- ***Highlights***

**RESPONSIBILITIES:**

- *Responsible for creating the advertising collaterals and promotional activities for the distributors and dealers of North and East region of India.*
- *Handling printing collaterals*
- *Creating Boards and flex ads for the dealers and distributors*
- *Creating Local channel TV promos for the production to support the business for the dealers and distributors.*

**Sasi Advertising - Camet Multimedia**

*From 01/02/2004 to 21/03/2005*

**ROLES:**

- ***Graphic Designer***
- ***Faculty***

**RESPONSIBILITIES:**

- *Responsible for creating the advertising collaterals and creating corporate presentations using Flash.*
- *Responsible for training the students in graphic designing and animation.*
- *Taking in-charge one of the division in Tamilnadu.*



## Education

---

### **Diploma in Computer Engineering**

Coimbatore – Government Polytechnic College 1998 – 2001

## Certification

**Professional in Multimedia | Google Analytics | Computer Hardware & Networking**



## KEY SKILLS AND COMPETENCIES

---

- Ability to multi-task, react quickly to shifting priorities and meet deadlines.
- Proactive, confident and with a positive "can-do" attitude.
- Able to clearly communicate technical data to technical colleagues and clients. Mentoring and guiding less experienced colleagues. Continuously monitoring industry trends, technologies and standards.
- Solid experience in managing vendors across different operational spheres



## Personal Details

---

### **Address:**

No.200, 12<sup>th</sup> A Cross,  
Pavamana Nagar,  
Gottigere, Bannerghata  
Road, Bangalore 560083

**Marital status:** Married

**Passport / Nationality:** Indian  
No. G8481634, Valid up to  
08.05.2018

**Emergency Contact Number:** +91 9980896632

**Interest:** Photography / Table Tennis / Tennis /  
Cricket / Swimming

## Declaration

*I, Hariharan, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.*

---

P. Hariharan  
Bangalore, Karnataka