

HARDIK V. VARMA

◇ +91-9820973032 ◇ Mumbai, Maharashtra ◇ hardik.varma@gmail.com
◇ <https://www.linkedin.com/in/hardikvarma/> ◇ <https://hardikvarma.com/>

SUMMARY

Experienced Content Manager with a track record of driving brand awareness and customer engagement. Skilled in content creation, strategy development, and team leadership. Exceptional writing and editing abilities, coupled with expertise in various forms of content. Committed to delivering impactful results while staying current with industry trends.

EDUCATION

Digital Character Animation, Vancouver Film School, Canada Jan 2007–July 2007

Relevant Coursework: Post-Graduate Diploma with Autodesk Maya Certification

Electronics and Telecommunications Engineering August 2003–May 2006

Electronics and Video Engineering August 2000–May 2003

EXPERIENCE

Sr. Content Manager Oct 2020–Present
NowFloats Technologies Pvt. Ltd. *Mumbai, India*

- Execute all content-related tasks and lead a team of writers and vendors for all the brands—Boost 360, Zadinga, KitProxy and JioOnline
- Produce content such as eBooks, communication messages, how-to videos, walkthroughs and self-hosted videos to educate customers
- Work closely with the SEO team to generate keyword-oriented blogs, articles and landing pages to increase traffic
- Planning content for marketing the products—Boost 360, Zadinga, KitProxy and JioOnline that includes campaigns and journeys, long-form content and social media
- Write scripts for walkthroughs, be the host for the video series to educate customers and provide voiceovers for animated videos
- Content and copywriting for customer success team and user engagement journey. Includes handling WebEngage platform to work on content-related campaigns
- Platform and Skills—Content Marketing, Copywriting, SEO Content Writing, Managing writers and vendors, WordPress Blog Admin, Scriptwriting, Voiceovers and Video presenter

Sr. Manager Social Media Jun 2020–Oct2020
Bait Content Digital Solutions *Mumbai, India*

- Create organic and paid social media campaigns
- Team management to execute campaigns
- Key Client Highlight: Riot Games
- Platform and Skills—Creating Social Media Campaigns, Execution, Client Relations, Copywriting for Social Media Posts

Freelance Writer and Creative Director Sept 2012–Jun 2020
Mumbai, India

- Regular contributor as SEO content writer with AskMe.com for writing technology blog
- Scriptwriting for 'Bhoot Bandhus', a Nickelodeon TV series
- Rhymes and creative writing for kids' YouTube channel—Infobell and Videogyaan
- Scripts for Fit Like a Model series by Zoom TV
- Multiple corporate scripts for various MNCs through Visual Factor Productions ◇ Script translation for the movie *Hawaizaada* commissioned by Bhavani Iyer ◇ Co-wrote Hindi dubbing script for *Sucker Punch* and *Cloudy with a Chance of Meatballs* ◇ Provided rigged character for a television pilot episode for Sunday Crowd, Israel

- Platform and Skills — Concept Developer, Scriptwriter, Script Translator, and Director for animated and live concepts.

Creative Director

Oct 2016–Jun 2017

Learning Delight (AurSeekho)

Mumbai, India

- Co-ideate the content for online education
- Head the script conversion team
- Platform and Skills—Concept Developer, Scriptwriter, and Director for educational content.

Founder and Director

Aug 2014–Aug 2017

BlackCape Digital Studios

Mumbai, India

- Conceptualized two animated TV series and an animated feature film
- Developed MadCave Kids, one of the concepts into an entire season
- Platform and Skills—Concept Developer, Writer, and Director for original concept promo development for television.

Owner and Certified Instructor

Jun 2010–Aug 2015

BatCave School

Mumbai, India

- Taught 3D software with a custom approach by teaching Digital Short Filmmaking
- Held seminars at various colleges to promote filmmaking in animation
- Platform and Skills—Autodesk Maya, Autodesk Mudbox, Adobe After Effects, Adobe Photoshop, Python Scripting

Certified Trainer

May 2008–May 2010

Maya Academy of Advanced Cinematics, Andheri

Mumbai, India

- Taught advanced 3D software to over 1,000 students
- Served as T3 (Train the Trainers) Head to train newly-joined faculties
- Designed curriculum for various modules
- Mentored student short film projects
- Platform and Skills—Autodesk Maya, Autodesk Mudbox

Assistant Director

Aug 2007–April 2008

8Reel Project, Canada

Canada

- Assisted with script corrections
- Platform and Skills—Scriptwriting, Assisting, Animation using Autodesk Maya

EXTRA-CURRICULAR ACTIVITIES

- Musician with a duo project, SheHar
- Writing poems and short stories. Published a collection of poems called ‘Cerebrate - The Book of Thoughts’
- Creating cartoons, illustrations and Puppeteering
- Active member of the Screenwriter’s Association (SWA)