

HARDIK VARMA

PROFILE





I cover – All Things Content.

An amalgamation of experiences picked up by working in different fields that had one common thing – CONTENT. Being an engineer, web developer, animator, scriptwriter, creative director, social media manager, and copywriter has defined me and shaped me to become a well-rounded content creator.



I specialise in short and long-form content writing & management as per the brand and its tone. Over the years, I have worked with companies like AskMe.com, As Seen On TV, Nickelodeon, Infobells, Digital Bait, Innovations Dubai, IGP, Zoom TV and more.

These works included:

- Creating content marketing strategies
- Content for customer engagement (Push, Email, SMS)
- Content for websites, blogs & social media
- WordPress website design
- Scriptwriting for animation
- Corporate scripts
- Creative direction
- Ghostwriting scripts for TV
- Voice-over for walkthrough videos

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Content & Blog Management

Served as Manager/Contributor/Editor/Vendor Management

<https://www.getboost360.com/>

<https://www.zadinga.biz/>

<https://www.ardhim.biz/>

<https://practice.healthgro.io/>

Content management for App & App Store

Team management/Proofreading/Fact checking

[Boost 360](#)

[Zadinga](#)

eBooks & Brochures:

<https://www.getboost360.com/academy/>

Providing outline/Managing Vendor/Editing

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Script Writing/VO/Videos:

https://www.instagram.com/reel/Cru6FHelxlz/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
Script/Hosting/Basic Editing at home (low budget)

https://www.instagram.com/reel/CsitArMOz90/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
Script/Hosting/Basic Editing at home (low budget)

https://www.youtube.com/watch?v=A8TGSpr_dnE
Script/Visualisation/Voice Over (Entire playlist of How-to videos)

<https://www.youtube.com/watch?v=fvGUJnu6m-8>
Script & visualisation

<https://youtu.be/xOK9qu96bQE>
Part of the script writing team for the TV series

<https://youtu.be/aVHtX7nh7E0>
Writing the rhyme & concept creation for the visuals

https://youtu.be/1_C6tT79N_4
Creative director – concept for a TV series, writing & animation direction

Arre O Samba! Kitne Orders Hai!

Don't depend on Samba. It's easy

to track your orders.

HL: Utha Le Re Baba...

Classic And Advanced annual
plans par 15% discount utha le.

Logo Ka Kaam Hai...

...To help you build a brand identity
and grab customer attention.



Customer Engagement

I have created entire customer engagement journeys that utilise WhatsApp, SMS, Push, In-app and email.

The highlights of these journeys are:

- Achieved a 5-8% Unique Click Rate
- English, Hinglish & Hindi messaging
- Newsletter planning
- Promoting offers & discounts

Experience in coordinating with the growth team to create customer journeys, profiles and messages in the form of email, WhatsApp, Push, in-app, etc.

Apps worked - Boost 360, Zadinga Biz, Ardhim Biz, Healthgro Practice.

Experience in writing Straightforward, Hinglish and Meme-content to market it further.



Social Media Work

Planning content calendar, overseeing the content, coordinate with design team, work on ad campaigns

Boost 360

FB | Insta | X | LinkedIn

<https://www.facebook.com/playVALORANTsa>

Heading content & design team (for Digital Bait) -
Involved during the first phase during launch in India &
South Asia

<https://www.facebook.com/Innovationsgroup>

Heading content & design team (for Digital Bait) -
Involved during 2019 to 2021



For more information, you can always
download my [resume!](#)

Or reach me:

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Thank you.