Harsh Shah

Account & Client Services Leadership | Integrated Marketing, Digital & Communications | Team Leadership Across Strategy, Creative, Media & Content

Edmonton, AB, Canada | Canadian Permanent Resident — eligible to work in Canada without sponsorship | Available immediately, no notice period | Open to Toronto, ON and to remote or hybrid roles across Canada
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PROFESSIONAL SUMMARY

Marketing and communications leader with 10+ years across five agencies, currently Account Director on a multi-sector retainer portfolio including publicly listed clients — directing a team of 10 across strategy, creative, media and content, and serving as the primary strategic advisor to client executives up to Managing Director and Chairman level. Runs the full delivery chain: scoping, prioritisation, timelines, budgets, resource allocation and the quality review before work reaches a client. Unusually for an account leader, still executes — personally delivered paid media, SEO, web development, CRM implementation and analytics automation on a multi-location client programme rather than briefing them out, with campaign figures pulled from platform APIs rather than recalled. Builds the operational infrastructure agencies run on, including a Python reporting pipeline that replaced manual client reporting. Canadian Permanent Resident, based in Edmonton, available immediately with no notice to serve.

TARGET ROLES

Account Director · Client Services Director · Group Account Director · Marketing Manager · Marketing Director · Marketing & Communications Manager · Digital Marketing Manager · Performance Marketing Manager · Communications Manager · Brand Manager

KEY ACHIEVEMENTS

- Direct a team of 10 across strategy, creative, media and content, with accountability for recruitment, coaching, performance development and retention
- Own executive-level client relationships as primary strategic advisor, presenting recommendations and performance insight at Managing Director and Chairman level at publicly listed organisations
- Lead delivery across multiple concurrent retainer accounts — scope, priorities, timelines, budgets, resourcing and quality — across healthcare, real estate, financial services, manufacturing, pharmaceuticals, retail, legal and technology
- PAID MEDIA: deployed CA$37,748 across 56 campaigns generating 1,435 leads at a CA$26.31 blended cost per lead, with 7 of 12 accounts held under CA$35 (platform API data, lifetime, reproducible on request)
- Rebuilt one mandate as 33 audience-specific campaigns rather than a single always-on buy, returning 744 leads at CA$6.74 each at a 3.48% click-through rate
- AUTOMATION: built a Python reporting pipeline integrated with Google Drive that replaced manual client reporting, restructured the agency's client folder architecture, and scoped an email-to-task automation for a 60-person team
- CRM & MEASUREMENT: implemented a lead-tracking CRM across an 11-location client network, giving leadership real-time visibility into enquiry volume and lead-to-booking conversion
- EVENTS: directed a leading fintech client's flagship industry event end-to-end with a team of 10, securing national business media coverage including The Economic Times and CNBC Network
- Led communications for a publicly listed conglomerate's centenary in New Delhi — a national stakeholder event attended by the Prime Minister of India

CORE COMPETENCIES

Client Services & Account Leadership · Integrated Marketing Strategy · Team Leadership, Coaching & Development · Executive Stakeholder Management · Campaign Planning, Delivery & Optimisation · Paid Media (Meta, Google, LinkedIn) · SEO & Local Search · Content Strategy & Production · Communications & Media Relations · Budget Management & Forecasting · CRM Implementation & Marketing Analytics · Process Automation & Workflow Design · Web Delivery Oversight (Vercel, GitHub, WordPress) · Social Listening & Issues Monitoring · New Business Pitching & RFP Response · Project Management Platforms (Monday.com, Notion)

TOOLS & PLATFORMS

ChatGPT & AI Prompt Engineering, Claude Code, Claude Cowork, Gamma AI, Gemini, Meta Ads Manager, Google Ads, Google Analytics (GA4), Google Business Profile, LinkedIn Ads, Twitter/X Ads, TikTok Analytics, Sprinklr, Brandwatch, Talkwalker, Hootsuite, Buffer, Canva, Adobe Photoshop, Microsoft Office Suite (Word, Excel, PowerPoint), Monday.com, Notion, WordPress, Wix, GitHub, Vercel

PROFESSIONAL EXPERIENCE

Account Director, Digital Tribe (a Prose Integrated company — integrated marketing agency)

Mumbai, India | February 2025 – Present

Primary strategic partner and delivery lead across a multi-sector retainer portfolio — healthcare and diagnostics, real estate, financial services, manufacturing and pharmaceuticals, retail and e-commerce, legal services and technology — including publicly listed clients. Directs a team of 10 across strategy, creative, media and content, and owns scope, resourcing, budget and quality on every account.

- Own executive-level client relationships as the primary strategic advisor, presenting recommendations and performance insight directly to Managing Director and Chairman level at publicly listed organisations.
- Lead delivery across multiple concurrent retainer accounts from planning through execution — scoping engagements, setting priorities and timelines, allocating people against them, and holding the line on delivery dates.
- Coordinate multidisciplinary teams across digital marketing, paid media, SEO, content, design, web and analytics, running the ideation and strategy sessions that set direction before work starts.
- Manage project scope, budgets and resource allocation across the portfolio, with a combined managed media budget of approximately CAD $20,000/month plus accountability for billing accuracy and account financial health.
- Ensure consistent quality across all client deliverables — reviewing work across strategy, creative and media before it reaches the client, and correcting course when it falls short of standard.
- Improve internal processes and operational workflows: built a Python reporting automation pipeline integrated with Google Drive that replaced manual client reporting, restructured the agency's client folder hierarchy, and scoped an email-to-task automation system for a 60-person team.
- Identify account growth opportunities within existing relationships and contribute to retention — a 14-month performance review built for one industrial client evidenced the contribution behind a 15% increase in retained investment.
- Partner directly with agency leadership on operational scale, and lead new business pitches and RFP responses from brief through strategy to final presentation.
- Coach, develop and mentor a team of 10 account managers and strategists — setting direction, delegating workload, reviewing output and running performance development.
- Negotiate rates, placements and partnership terms directly with Meta, Google and LinkedIn to protect delivery, performance and account profitability.

Freelance Digital Marketing Consultant, Digital Odyssey (independent consultancy)

Edmonton, AB, Canada | May 2023 – January 2025

Ran a full multi-location client programme single-handedly across every discipline an account role coordinates — strategy, paid media, SEO, web development, CRM and analytics. Campaign figures are lifetime Meta Ads API data, reproducible on request.

- Delivered end-to-end digital marketing for an 11-location Edmonton healthcare network — strategy, execution, reporting and technology — as the client's sole marketing partner.
- PAID MEDIA: managed 12 client ad accounts, deploying CA$37,748 across 56 campaigns to 1,435 leads at a CA$26.31 blended cost per lead, with 7 of 12 locations held under CA$35.
- WEB DEVELOPMENT: built and iterated the network's doctor directory website using agentic AI development platforms (Vercel, GitHub), applying a keyword strategy to improve organic performance.
- SEO: optimised Google Business Profiles across all 11 locations and applied on-page keyword strategy to increase local search visibility and inbound enquiry volume.
- CRM: implemented a lead-tracking CRM spanning all 11 locations, giving the client real-time visibility into enquiry volume and lead-to-booking conversion.
- ANALYTICS & OPERATIONS: built a Python reporting automation pipeline integrated with Google Drive, cutting manual reporting time and improving data accuracy.

- Ran a parallel commercial real-estate mandate as 33 audience-specific campaigns: 744 leads at CA$6.74 each at a 3.48% click-through rate.

Assistant Manager, Social Media, HGS Interactive (digital marketing agency)
Mumbai, India | December 2021 – November 2022

- Independently planned, executed and optimised Google Ads search and display and LinkedIn B2B paid social campaigns, managing budget allocation, bidding and targeting.
- Applied conversion rate optimisation to campaign creative and targeting on a product launch, driving a 12% increase in online sales.
- Analysed customer feedback using enterprise social listening tools and developed strategic plans that increased measured customer satisfaction by 25%.

Senior Social Media Analyst, Digi Osmosis Pvt. Ltd. (analytics & community management agency)
Mumbai, India | January 2020 – December 2021

- Managed a team of 2 analysts and rebuilt the reporting process around it, reducing errors by 50% and increasing operational efficiency.
- Delivered weekly, monthly and quarterly performance reporting across multiple client businesses on a fixed cadence, translating campaign data into actionable recommendations.
- Monitored and analysed audience conversation for a leading OTT platform's original content slate, contributing to increased viewership.

Social Media Specialist, Prose Integrated Pvt. Ltd. (marketing & communications agency)
Mumbai, India | July 2018 – January 2020

- Applied on-page SEO best practices and keyword research across client content and campaign pages to improve organic search visibility — close to two years of hands-on SEO.
- Delivered communications and digital coverage for a publicly listed engineering conglomerate's Centenary Celebration in New Delhi, a national stakeholder event attended by the Prime Minister of India, and led print advertising securing placements in The Economic Times.
- Created and executed content strategies that grew audiences by up to 20% and lifted brand awareness by up to 30%, including a product-launch promotion that reached over 1.2 million people.

Early Career: Social Media Specialist & Digital Marketing Intern, Neo Digi Ad Pvt. Ltd. & KOOH Sports Pvt. Ltd.
Mumbai, India | January 2017 – July 2018

- Coordinated with internal and external teams to ensure timely delivery of quality content within budget and without errors, and presented monthly findings and recommendations to clients — contributing to 100% client retention.
- Tracked website traffic and managed re-marketing campaigns using Google Analytics.

EDUCATION

- Advertising – Digital Media Management, Durham College, Oshawa, Ontario, Canada (September 2022 – May 2023)
- Master of Science, Information Technology, University of Mumbai, India (2013 – 2015)
- Bachelor of Science, Information Technology, Lords Universal College, Mumbai, India (2011 – 2013)

CERTIFICATIONS

Google Hiring Assessment — passed 26 August 2026, valid 24 months across any Google role · Digital Marketing Certification – HubSpot · Inbound Marketing – HubSpot · Google Analytics (GA4) · Google Display Ads · SEO Fundamentals · TikTok 101

LANGUAGES

English · Hindi · Gujarati · Marathi