

Harsh Shah

Account Director | Client Relationship Management | Integrated Media Strategy & Planning | Team Leadership

Edmonton, AB, Canada | Returning to Canada with Canadian Permanent Residency in September 2026 — available October 1, 2026 | Open to relocating to Toronto, ON | Eligible to work in Canada without sponsorship

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PROFESSIONAL SUMMARY

Client-facing marketing and media leader with 10+ years owning senior client relationships, integrated media strategy, and cross-functional teams across a multi-sector agency portfolio, including publicly listed financial services and industrial manufacturing clients. Currently Account Director at Digital Tribe, a Prose Integrated company, in Mumbai, owning account budgeting, forecasting, and billing accuracy while presenting integrated media plans to senior client stakeholders and mentoring a team of marketers and strategists, and relocating to Edmonton, AB, Canada in September 2026. Completed a Canadian advertising diploma at Durham College (Advertising – Digital Media Management, September 2022 – May 2023) immediately before building an independent freelance marketing practice serving Edmonton-based clients. Skilled at developing cross-channel media strategies across digital, print, and paid social, and negotiating directly with platform partners (Meta, Google, LinkedIn) to protect campaign performance and account profitability.

KEY ACHIEVEMENTS

- Led end-to-end execution of a leading fintech client's flagship industry event for a 10-person team, earning national coverage in The Economic Times and CNBC Network
- Built and scaled a full marketing function from zero for an 11-location Edmonton healthcare clinic network, driving 500 leads in 3 months at a 40% conversion rate
- Own budgeting, forecasting, and billing accuracy for a multi-sector client portfolio with a combined managed budget of approximately CAD \$20,000/month
- Delivered a combined CAD \$43,800 in influencer marketing campaigns for a luxury, reputed real estate builder's flagship talent-development program and STEM-focused institute launches
- Drove a 12% increase in online sales through a single product-launch social media campaign, and a 25% increase in customer satisfaction through social listening-driven strategy
- Supported communications and social media coverage for a publicly listed engineering conglomerate's Centenary Celebration, an event attended by the Prime Minister of India, who released a commemorative postage stamp marking the company's centenary
- Supported communications and social media coverage for the same conglomerate's Code of Ethics book launch event, with a senior Indian business leader as guest of honour

CORE COMPETENCIES

Client Relationship Management & Senior Stakeholder Leadership · Media Strategy & Cross-Channel Planning · Account Budgeting, Forecasting & Financial Accuracy · Team Leadership, Mentorship & Staffing · Vendor & Media Partner Negotiation · Cross-Functional & Cross-Agency Collaboration · Storytelling & Executive Communication · Account Growth & New Business Development · Ideation Facilitation & Qualitative/Desktop Research · Print & Traditional Media · Marketing Analytics & Reporting · Performance Marketing · Paid Social & Search Advertising · AI-Driven Marketing Automation · Content Strategy · Campaign Monitoring & Optimization · SEO (On-Page & Technical)

TOOLS & PLATFORMS

ChatGPT & AI Prompt Engineering, Claude Code, Claude Cowork, Gamma AI, Gemini, Meta Ads Manager, Google Ads, Google Analytics (GA4), 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

Mumbai, India · Relocating to Edmonton, AB, Canada in September 2026 | February 2025 – Present

Serve as the primary client lead for a multi-sector portfolio of Indian clients spanning healthcare & diagnostics, real estate, financial services, manufacturing & pharmaceuticals, retail & e-commerce, legal services, and technology, owning integrated media strategy, account financial health, and client relationships end-to-end.

- Develop and present integrated, cross-channel media strategies and budget allocation recommendations across paid social, search, and digital channels to senior client stakeholders, owning budgeting and forecasting for an average monthly managed budget of approximately CAD \$20,000
- Coordinate and ensure the quality of client deliverables across strategy, creative, and media teams, facilitating ideation and strategy sessions grounded in desktop and qualitative research to shape competitive insights and campaign strategy
- Led end-to-end execution of a leading fintech client's flagship industry event, managing a team of 10 across planning, strategy, and digital amplification, and securing national business media coverage including The Economic Times and CNBC Network
- Managed influencer marketing campaigns and negotiated vendor and partner terms for client brands, including a CAD \$14,600 launch campaign for a luxury, reputed real estate builder's flagship talent-development program and a CAD \$29,200 amplification campaign for the same builder's STEM-focused institute launch
- Lead new business pitches and RFP responses, from brief to strategy to final presentation, identifying organic growth opportunities within existing accounts and winning new accounts across diverse industries
- Coach, develop, and mentor a team of account managers and strategists, providing oversight to accuracy, quality, and timeliness of their work: setting direction, delegating workload, training and reviewing work, and ensuring quality and timely delivery across accounts
- Coordinate and negotiate with internal teams and platform/vendor partners (Meta, Google, LinkedIn) to protect campaign delivery, account performance, and profitability, and oversee account financial processes to ensure billing accuracy and on-time delivery

Freelance Digital Marketing Consultant, Digital Odyssey

Edmonton, AB, Canada | May 2023 – January 2025

Built and ran an independent digital marketing practice in Edmonton, delivering direct, in-market Canadian client work for a multi-location healthcare clinic network, and gaining hands-on experience with local business needs, patient acquisition, and Canadian marketing compliance.

- Delivered end-to-end digital marketing for an 11-location Edmonton-area healthcare clinic network, working directly with local business owners on strategy, execution, and reporting
- Managed paid promotion campaigns across Meta Ads for the clinic network, spending a cumulative CAD \$10,000/month while continuously optimizing cost-per-lead (CPL) and booking rate; the optimized strategy generated 500 cumulative leads over 3 months at an average 40% conversion ratio
- Optimized Google Business Listings across all 11 clinic locations to increase local search visibility and search volume, driving additional inbound leads
- Built and iterated the clinic network's doctor directory website using agentic AI development platforms (Vercel, GitHub), applying an optimized keyword strategy to improve organic search performance and patient discovery and appointment booking
- Implemented a lead-tracking CRM spanning all 11 clinic locations, giving the client real-time visibility into inquiry volume and lead-to-booking conversion
- Built a Python-based lead reporting automation pipeline integrated with Google Drive, cutting manual reporting time and improving data accuracy for the client

Assistant Manager, Social Media, HGS Interactive (digital marketing agency)

Mumbai, India | December 2021 – November 2022

- Executed a social media marketing campaign for a new product launch, applying conversion rate optimization (CRO) techniques to campaign creative and targeting to drive a 12% increase in online sales
- Independently planned, executed, and optimized Google Ads search/display and LinkedIn B2B paid social campaigns, managing budget allocation and targeting to improve cost-per-click and lead quality
- Analyzed customer feedback using social listening tools and developed strategic plans that increased customer satisfaction by 25%
- Developed social media tactics that grew followers by 5% month-over-month across all platforms

Senior Social Media Analyst, Digi Osmosis Pvt. Ltd. (social media analytics & community management agency)

Mumbai, India | January 2020 – December 2021

- Strategized and monitored social media mentions for a leading OTT platform's original content slate, contributing to increased viewership
- Delivered weekly, monthly, and quarterly performance reports for multiple client businesses, providing actionable recommendations
- Managed a team of 2 social media analysts, reducing errors by 50% and increasing operational efficiency

Social Media Specialist, Prose Integrated Pvt. Ltd. (full-service marketing & communications agency)

Mumbai, India | July 2018 – January 2020

- Managed social media presence and digital coverage for a publicly listed engineering conglomerate's Centenary Celebration in New Delhi (January 2020), a flagship stakeholder event attended by the Prime Minister of India, who released a commemorative postage stamp marking the company's centenary, and led print advertising securing placements in The Economic Times
- Managed social media presence and digital coverage for the same conglomerate's Code of Ethics book launch event, with a senior Indian business leader as guest of honour
- Applied on-page SEO best practices and keyword research across client content and campaign pages, improving organic search visibility
- Created and executed social media content strategies that grew followers by up to 20% and increased brand awareness by up to 30% for small, newly established brand clients, including a Facebook 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. (digital marketing agencies)

Mumbai, India | January 2017 – July 2018

- Curated social media strategies and Facebook ad campaigns for small, newly established brands, increasing brand awareness by up to 30% and achieving 100% client retention
- Tracked website traffic and managed Facebook Ads re-marketing campaigns using Google Analytics; executed daily content across Facebook, Twitter, Instagram, and LinkedIn

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

Digital Marketing Certification – HubSpot • Inbound Marketing – HubSpot • Google Analytics (GA4) • Google Display Ads • SEO Fundamentals • TikTok 101

LANGUAGES

English • Hindi • Gujarati • Marathi