



## CONTACT INFO



### PHONE

+91 9354057365



### E-MAIL

himvanshkhanna@gmail.com



### ADDRESS

C-224, Sai Kunj, New Palam Vihar,  
Gurgaon, Haryana - 122017

## PORTFOLIO



[www.himanshu-portfolio.com](http://www.himanshu-portfolio.com)

## DESIGN EXPERTISE



### FLYER & BROCHURE

Designed 100+ visually striking and impactful e-flyers & printable flyers

### SOCIAL MEDIA POST

Designed 200+ post for facebook, instagram and google ads

### E-MAILERS

Designed 100+ e-mailers with eye catching info graphics and images

### POWER POINT PRESENTATION

Designed 50+ PPT's for clients with accurate and relevant information

### ANIMATED VIDEO

Animated 30+ videos of our products and apps with visually attractive content and story

# HIMANSHU KHANNA

## GRAPHIC DESIGNER & DIGITAL MARKETING EXPERT



## ABOUT ME

As an innovative and experienced professional with over 8+ years of expertise, I seamlessly blend the artistry of graphic design with the expertise of digital marketing.

I specialize in crafting captivating graphics that convey messages clearly and effectively. My strong portfolio includes brochures, flyers, advertisements, social media posts, and more. Proficient in Adobe Photoshop and Illustrator, I create stunning visuals to help businesses reach their full potential.

I excel in developing integrated marketing campaigns on Google, Facebook, and Instagram, driving brand awareness, engagement, and conversions, while strongly analyzing and monitoring campaign performance.



## WORK EXPERIENCE

### GRAPHIC DESIGNER & DIGITAL MARKETING EXECUTIVE

*MedinyX Software Solutions Pvt. Ltd. - Gurugram*

*Apr 2016 - Jun 2023*

- Creation of impactful & visually appealing brochure and flyer designs that showcased the company's products and services in a clear and engaging manner.
- Designed and produced creative and eye-catching social media posts for facebook and instagram that consistently gained high user engagement.
- Created desktop and mobile-responsive email layouts, incorporating high-quality images & premium infographics to showcase the company's products and services.
- Collaborated directly with company stakeholders to create impactful power point presentations aimed at engaging potential clients on a global scale.
- Planned and created a variety of printed materials for the in-house team and staff including letterheads, envelopes, business cards, promotional catalogs and flyers.

## MARKETING EXPERTISE



### E-MAIL MARKETING

Using mailchimp, hubspot, zoho and brevo to send emails to targeted list. Analyzing & optimizing campaign performance

### GOOGLE ADWORDS

Conducting keyword research. Right audience targeting and bidding. Conversion tracking with proper budget management

### SOCIAL MEDIA MARKETING

Creating Facebook and Instagram ads that specifically target audience based on their demographics, interests, and behaviors

### ANALYSIS AND REPORTING

Generate reports to assess campaign performance & adjust strategies accordingly. Analyze ad spend and reallocate budget to the most successful campaign & audience

## SOFTWARE SKILLS



## INTERESTS



Travelling



Fitness

- Produced animated videos featuring visually captivating images, illustrations, and compelling content to effectively present the company's array of products, services, and solutions
- Created an array of website and landing page layouts to market the company's products and apps. Additionally, designed a customized e-commerce website focused on online sales of healthcare products and services
- Optimized email campaigns delivery through audience segregation and A/B testing for peak performance. Analyzed data to refine strategies & increased open & click-through rates, ultimately boosting conversion rates
- Developed google text & display ads to promote the company's products and services in different markets. Optimized campaign by using high performing keywords, ad extensions, landing pages, geo location audience
- Improved Facebook and Instagram campaign efficacy by precisely segmenting audiences based on demographics, interests, behaviors, and location. Utilized A/B testing, retargeting, and conversion tracking for enhanced results

### 3D ANIMATOR & GRAPHIC DESIGNER

*Source Animation Pvt. Ltd. - Mumbai*

*Jul 2015 - Mar 2016*

- Crafted multiple cover images and thumbnail graphics for animation videos
- Collaborated with sketch artists to digitally create visual graphic illustrations for animation
- Worked with the entire team, managed all aspects from storyboarding to 2D and 3D animation and production of children's rhymes
- Produced the final animation video by editing all animation shots, adding music and skillfully mixing audio dubbing



## EDUCATION

### BACHELOR OF ARTS IN ANIMATION AND VFX

*Arena Animation - Gurgaon*

*Apr 2012 - Apr 2015*

### HIGH SCHOOL EDUCATION

*National Institute of Open Schooling - Delhi*

*Apr 2011 - Apr 2012*