

HARAGOBINDA SAHOO

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PROFESSIONAL SUMMARY

Designer and content creator completing a Master's in Creative Direction, Content and Branding at IE University, Madrid. I turn ideas into branding, graphic design, motion graphics and visual storytelling, built on real briefs and campaigns. Backed by a few years in sales and business development, I know how to drive revenue and run a project end to end. Fast learner, comfortable across creative and commercial teams, now growing in branding, content and design.

CORE SKILLS

Creative & Design: Graphic Design • Editorial & Layout Design • Motion Graphics • Video Production & Editing • Infographics & Data Visualization • Visual Communication

Business: Sales & Lead Generation • Business Development • Vendor Negotiation • Project & Stakeholder Coordination

Software (working level): Adobe Illustrator, InDesign, Photoshop, Premiere Pro, Lightroom, After Effects • Canva • Tableau • Microsoft Excel & Word • AI Tools (ChatGPT, Perplexity, Claude, Gemini)

Marketing & Brand (Project-based): Brand Content • Brand Campaigns • Storytelling • Brand Positioning • Consumer Research

Programming (basic): C++, Java

EDUCATION

IE UNIVERSITY

Master in Creative Direction, Content and Branding

MADRID, SPAIN

September 2025 – July 2026

- Hands-on branding, design, motion-graphics and advertising projects, including a real NGO campaign.

IFIM LAW SCHOOL (Karnataka State Law University)

BENGALURU, INDIA

Bachelor of Business Administration & Law (BBA LLB)

2018 – 2023

- Foundations in business, marketing and commercial law, with several legal and corporate internships.

EXPERIENCE

Business Development Manager – Bricks & Paver Block Factory (Construction Materials), Odisha

Dec 2023 – Jan 2025

- Managed sales, pricing negotiations and vendor relations, driving around ₹10 lakh (~€10,000) in revenue while overseeing payments, collections and labour wages.
- Supervised 30+ labourers and coordinated with management and vendors to streamline operations and improve margins.

Corporate Intern – Alvino Consultancy LLP, Mumbai

May 2023 – Aug 2023

- Reviewed and verified documents for accuracy and compliance and used Excel and Google Sheets to analyze financial trends and support tax compliance.

Sales & Marketing Lead – Forever Living Products

Apr 2022 – Apr 2023

- Generated leads through social-media outreach and webinar presentations, mentoring 100+ people and converting 30+ into business partners, generating around ₹7 lakh (~€7,000) in revenue within a year.

Legal Intern – Crypto Legal, Bengaluru

Nov 2022 – Dec 2022

- Researched cryptocurrency-exchange legal frameworks across Asia; reviewed major exchange terms (Binance, WazirX, Coinbase) and drafted a Marketing Service Agreement and a banking support request letter.

Legal Intern – Stanza Living, Bengaluru

Jun 2021 – Aug 2021

- Drafted and reviewed legal documents, Memorandums of Association, agreements and lease agreements, supporting business expansion and property negotiations.

Corporate Legal Intern – Corporate Law Journal, Mumbai

Aug 2020 – Nov 2020

- Researched corporate-law updates and created legal video content for the CLJ YouTube channel (2.67k subscribers) using Canva and PowerPoint.

Earlier legal internships: Adv. Jaganath Patnaik, Sr. Advocate (2020); Odisha Human Rights Commission (2019); BOSCO NGO (2019).

SELECTED PROJECTS – MASTER'S IN CREATIVE DIRECTION, CONTENT & BRANDING

- Branding** – team-built “PURA,” a premium Mediterranean natural-care brand, end to end: positioning, naming, visual identity (palette, typography, packaging) and trademark/IPR. [View →](#)
- Brand Strategy** – team brand relaunch for “Mama Oso,” a bakery in Madrid – positioning, competitor analysis and full customer-journey mapping. [View →](#)
- Service Design** – “NAGAMI”: designed a modular, rentable exhibition-stand system using reusable, 3D-printed LEGO-style components to replace wasteful single-use trade-fair booths – backed by user research, personas and a full customer journey from booking to return-and-reuse. Top of the class (100 project / 96 presentation). [View →](#)
- Social-Impact Campaign (real NGO)** – “Coloria” used a modified Velázquez's Las Meninas painting with a QR/AR Madrid activation to raise awareness and funds for the children in long-term hospital classrooms. [View →](#)
- Motion & Graphic Design** – a set of After Effects motion-graphics pieces, graphic-design posters, and a modular typeface designed for better readability for people with colour blindness, and feature illustrated in The Atlantic's editorial style. [View →](#)
- Infographics** – designed visual infographics on Indian Filter Coffee and Masala Chai, combining illustration, step-by-step process, ingredient data and cultural storytelling in clean, visually-led layouts. [View →](#)
- Data Storytelling (Tableau)** – interactive dashboards on threatened species and global spice production, turning complex datasets into clear visual stories; top grade in class. [View →](#)
- Advertising and Branded Content** – created concept ad campaigns, including a product-led Levi's ad, a shoe campaign that never showed the product, a Netflix branded-content idea, and a studio-bag ad shoot. [View →](#)
- VR** – “Dream Architect: Black Lucid,” an immersive VR experience that lets users step into and shape a lucid dream, recognized as the class's best VR project. [View →](#)

LANGUAGES

English (Fluent) • Hindi (Fluent) • Odia (Native) • Bengali (Elementary)