

SUMMARY

As a seasoned Project Manager and Creative Producer, I bring to the table over a decade of experience in video production. Delivering compelling content across a variety of platforms consistently has been a hallmark of my professional history. My skill set is a unique blend of leadership, creativity, and technical proficiency. I excel at mentoring teams, cultivating positive relationships, and steering projects towards successful completion. My portfolio stands as a testament to my skills, showcasing my ability to amplify audience engagement through innovative storytelling and strategic branding. I thrive in dynamic, fast-paced environments and pride myself on delivering exceptional results within stringent deadlines.

I am on a Bridging Visa for Skilled Work Regional visa (subclass 491), so I can work in regional Australia or do remote jobs from Sydney. Rest assured, I am committed to bringing my unique blend of skills and experience to your team, ensuring the delivery of high-quality content that resonates with audiences and drives brand success.

EMPLOYMENT & EXPERIENCE

The Walt Disney Company

Senior Producer, National Geographic Creative Works

Singapore
March 2022-March 2023

- Manage client, agency, and talent relationships and expectations
- Organise and lead brand workshops with agencies, vendors, and talent for brand resonance.
- Collaborate with editors, graphic designers, directors, and external production agencies
- Collaborate with interdepartmental teams to finalise contracts, production budgets, and schedules
- Review all legal, financial, and creative deliverables for compliance and project closure
- Mentor and supervise outsourced productions - producers, editors, and graphic designers

Independent Consultant

Singapore, Singapore

Select Body of Work.

2019-2022

Beach House Pictures

Development Producer, Freelance

- Conceptualised a new competition-based reality show with creative and format elements focused on the SEA audiences for an OTT platform.
- Analysed over 100 hours of documentary and reality content to gauge industry trends and develop content strategies

The Moving Visuals Co.

Research Writer, Freelance

- Designed the story arc for *The Next Wave*, aired on **Channel News Asia**, based on the analysis of research documents and market reports to understand the rural consumer markets in China and India
- Scripted the film, including the annotations for each data point, statement, and conclusion
- Identified and engaged with key players in both markets to develop case studies to be featured on the show
- Drafted productions and direction guidelines for the field crew and edited notes for the post-production crew

National Geographic Channel

Executive Producer, National Geographic / Fox Life

New Delhi, India
June 2017 – May 2018

- Conceptualised and developed an annual content slate for National Geographic and Fox Life
- Maintained the highest standards of production, standards and practices to ensure brand integrity and on-point brand resonance
- Managed over a dozen shows across genres from concept to completion, including scripting, VO, dubbing, music and graphics. Select body of work -
 - Inside INA* – the first-time cameras were allowed into the India Naval Academy for an intense documentary following the naval cadets through their rigorous training schedules
 - Science of Stupid* – a youth focussed series that uses humour and user-generated content to break down scientific concepts in simple terms
 - India's Mega Kitchen* – a behind the scene series showcasing the function of some of India's largest commercial and non-profit kitchens
 - Other shows - *Mega Icons*, *Great Escape (S03)*, *Karnataka Diaries*, *Super Factory: Banas Dairy*, *Awesome Assam with Sarah Todd*, *Winds of Change*, *India's Mega Workforce*, *India's Mega Festivals – Durga Puja*, *Extreme Flight: Indian Air Force*, *The President's Bodyguard*
- Earned multiple Awards in the branded content category since the inception of the function
 - Won Gold Award in the 'Best Brand Film' Category for Assam Tourism titled 'Awesome Assam with Sarah Todd'

Won Best brand Integration for TV (Non-Fiction) for the Ministry of Petroleum & Natural Gas titled 'Winds of Change'

- Analysed viewership data and metrics to design strategies to increase audience engagement across India. This led to a 35% increase in market share, taking National Geographic to the No. 2 ranking in 2018 in the English Infotainment category
- Improved client engagement and lead time by 3X and ensured 100% response to all RFPs for Ad sales and branded content.
- Outlined schedules, tracked budgets, and designed team workflows to ensure achievement of all obligations and standards
- Negotiated and closed commercials and contracts with vendors and partners efficiently
- Established and maintained strong working relationships with Creative Services, Marketing, Ad Sales and Programming teams to devise and implement the production strategies

Independent Consultant

Select Body of Work.

Mumbai, India

2014 – 20017

BBC Worldwide

Creative Director, Freelance

- Conceptualised a new reality show based on regional diversity with format elements focused on building intercultural relationships
- Built an agile team to meet quick delivery deadlines and frugal budgets
- Interviewed and auditioned for an engaging cast, set in diverse locations across India
- Directed all episodes of the show across multiple locations and set the template for the episode flow in post-production

Wizcraft International

Supervising Producer, Freelance

- Conceptualised episode themes and structure for the 3rd season of *Style and the City* for **Fox Life**
- Identified local artists and talent to be featured in each episode
- Supervised shoot and post-production across different locations, prioritised workload, and organised schedules to meet strict deadlines
- Engaged with talent managers and agencies to rope in celebrities FOC

Freemantle Media

Associate Creative Director

- Developed and executed a docu- drama *Tujhse Naaraz Nahin Zindagi* for **&TV**
- Researched and identified true stories of heroism from India. Worked with these real-life heroes to recreate their stories on screen.
- Co-scripted episodes with research writers and created briefs for production designers, art directors, costume designers, makeup up artists, and set designers to ensure maximum authenticity

HCL Technologies

Group Manager, Marketing

Delhi NCR, India

July 2010 – June 2014

- Designed Digital Content Strategy for the marketing team to increase customer traffic to the organisation's social media pages
- Built digital content production capabilities and studio ground-up for the in-house marketing agency to produce effective sales, marketing, and branding stories. Strengthened filming capabilities across geographies, including America, the UK, Europe, and Singapore
- Extended video content solutions for RFPs, Brand, CXOs, Executive Teams and, other Internal HCL teams to increase client and employee engagement
- Managed and mentored an 11-member team of producers, writers, editors, designers, videographers, producers and animators across 3 locations
- Supervised end-to-end production, scripted live-action and animated videos, including storyboarding, animation, VO, music, and SFX
- Designed and implemented the P&L strategy for the team - achieved 2.5x of the annual sales target YoY, becoming the highest profit-making team for the agency
- Created and maintained robust professional relationships with internal stakeholders and external partners

Turner International - POGO

Producer

Mumbai, India

March 2008 – August 2009

- Developed and executed award-winning kids programmes like *MAD*, *FAQ*, *Hole in the Wall*, *POGO-Amazing Kids Awards* for one of India's leading children's channels - POGO (Turner)
MAD – a show focused on DIY craft, music and dance went on to win the best non-fiction show for children for 2 years in a row at the Indian Telly Awards
FAQ – demystifying the world of science through fun experiments and an accident-prone test dummy, the show won the hearts of kids across the country and went on to win the fan favourite award for the most entertaining non-fiction show of 2008
- Drafted creative briefs for pitch invitations from production houses and evaluated proposals on concept, budgets, team, and timelines
- Produced some shows in-house while handling the charges of a broadcaster
- Researched and designed engaging science experiments and art activities for the shows and supervised design, animation, live-action, and post-production teams

Independent Consultant

Mumbai, India
2004 – 2008

Select Body of Work.

- Associate Country Producer for the India leg of Amazing Race 1208 aired on AXN
- Produced Koffee with Karan: India's highest-rated celebrity talk show aired on Star World
- Associate Producer for Mumbai Mega Floods: a natural disaster documentary aired on National Geographic
- Associate Producer for 3 Seasons on MAD - award-winning, highest-rated show on India's leading Children's Channel. This role led me to work for Turner International full time
- Associate Producer for Dance Dance: India's first acquired format for a dance reality show
- Assistant Producer for Bluff Master: India's first acquired format for a televised game show
- Assistant Producer for POGO Amazing Kids Awards: India's first and only awards show that highlights and rewards children's achievements across all fields.

SKILLS

	average	good	skilled		average	good	skilled		average	good	skilled
Content Development	●	●	●	Project Management	●	●	●	Work Ethic	●	●	●
Brand Strategy	●	●	●	Team Management	●	●	●	Communication	●	●	●
Pitch Evaluation	●	●	●	Client Management	●	●	●	Leadership	●	●	●
Scripting	●	●	●	Budget & Timelines	●	●	●	Teamwork	●	●	●
Casting	●	●	●	Research & Analysis	●	●	●	Adaptability	●	●	●
Content Evaluation	●	●	●	Vendor Management	●	●	●	Interpersonal Skills	●	●	●

Awards & Nominations

- ★ Won 2 BrandVid awards at the **Indian Television Awards 2019** in the categories of "Best Branded Content Film" and "Best Brand Integration for TV Non-fiction"
- ★ Secured 2 nominations at the 23rd **Asian Television Awards 2018** in the categories of "Best Current Affairs" and "Best social Awareness Programme".
- ★ Won 2 awards at the **Indian Television Awards** for the years 2005 and 2006 in the category of "Best Children's Programme – Non-fiction"
- ★ Won the *People's Choice Award* at the **Indian Television Awards 2008** in the category "Best Children's Programme – Non-fiction"

LEADERSHIP & ACHIEVEMENTS

- Youngest employee to be included in the Harvard Leadership Program for Managers, 35 managers were selected out of 90,000 employees based on performance and leadership qualities
- Elected as the President of the College Student's Union, the first Sophomore to be elected for this position since the inception of the college
- Appointed as the President of the Hostel Student's Union, a first appointment by the Teaching and Management Staff of the Institute

EDUCATION & CERTIFICATIONS

Harvard Leadership Program: Certification for Managers

November 2013

University of Delhi, India

Bachelor's in Mass Media and Mass Communication

2001-2004

GD Birla Centre of Education, India

Humanities and Arts

1999-2001

VOLUNTEER EXPERIENCE

One Singapore

Volunteering as the lead for Special Projects, a trainer, a buyer for essential items, and a processor of applications.

Singapore
2020-Current

Uboontu Foundation

Volunteered as an English language tutor, to help underprivileged children improve communication skills.

Delhi, India
2016-2018

INTERESTS

- When I was young, I got hooked on Forensic Files and the love for crime thrillers stuck with me. But hey, I'm also a huge fan of the MCU. Although, have you ever watched Studio Ghibli films? They're in a league of their own!
- Apart from that, I absolutely thrive on organizing and being a part of community events. Whether it's teaching underprivileged children, organizing plantation and clean-up drives, or simply having a movie marathon, count me in!
- Ever since my trip to Vietnam, I've been hooked on coffee. And let me tell you, the Rösti in Germany blows the one in Switzerland out of the water!