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Summary

A journey spanning over 13 years in corporations and self employment, I have accepted, experienced and thrived with every challenge.

Experience in Films, Web series, Advertising, Gaming, and Television.

Corporate experience in Content Creation (Originals), Content Acquisition, Slate development, Programming, Promos, Revenue generation.

Self employed as a Writer / Director / Producer for Feature Films, Web Series, and Television shows.

Having experienced both ends of the business spectrum, I am looking for new challenges at present. I believe that I can be an excellent fit to develop narratives for any platform where I can utilise my skills to strategise, develop and execute unique yet relatable entertaining content.

Experience

Writer and Executive Producer

Cinematic Keeda Productions

Dec 2021 - Present (11 months +)

Wrote and Executive Produced yet untitled Marathi Feature Film with Superstar Prathamesh Parab, currently in Post Production.

Writer and Director

Ramalakshmi Cine Creations

Nov 2019 - Feb 2022 (2 years 4 months)

*Written and Directed the feature film "Virgin Story" Kottaga Rechalochina, produced by Shridhar and Sirisha Lagadapati.

*The film was released on 19th February 2022



Story and Script Development

GSEAMS

Sep 2018 - Sep 2019 (1 year 1 month)

Development of Story and Screenplay for the web series Naxalbari.

The series was released on Zee5 in 2020

Story and Script Development

Freelance (Self employed)

Sep 2017 - Sep 2018 (1 year 1 month)

* Worked with Niranjan Iyengar on a couple of projects.

- * Skyfire, web series for Zee5
- * A film project which is in pre production at present.

Concept (Blank Movie)

Echelon productions

Feb 2017 - Aug 2017 (7 months)

Broad concept for the film "Blank" (Credited)



Creative Producer

Oddball Motion Pictures

Jan 2015 - Mar 2017 (2 years 3 months)

- * Hunting and Brainstorming for content (Films and Web series)
- * Script Writing and Doctoring
- * Monitoring and scheduling various projects at different stages of production.
- * Designing Pitch decks and meeting other production houses for collaboration.
- * Narrating stories to the talent (Crew and Cast)

Visiting Faculty (Script Writing and Direction)

Creo Valley Film School

Dec 2013 - Dec 2014 (1 year 1 month)

- * Teaching every aspect and nuances of Film Direction and Script Writing
- * Project and shoot plans for the students
- * Setting curriculum
- * Developing Test papers according to the QAI Standards
- * Helping Students during actual shoots

Story and Script Development

FRIDAY TO FRIDAY ENTERTAINERS & MEDIA PRIVATE LIMITED

Dec 2011 - Dec 2013 (2 years 1 month)

- * Developed 4 scripts for the organisation.
- * Meerutiya Gangsters was produced and released in 2015.
- *The film was presented by Anurag Kashyap.

Story and Script Development

Redice Films

Jun 2009 - Nov 2011 (2 years 6 months)

- * Consulting and creating concepts for feature films.
- * Brainstorming on Ad campaigns and Pitch ideas for clients.
- * Writing Screenplays for the approved concepts.
- * Pitching scripts to production houses and actors.

Head Content and Promotions

Villa TV - Island Broadcasting Pvt Ltd

Dec 2008 - May 2009 (6 months)

- * Conceptualized and Directed Salsa and Bollywood shows.
- * Accomplished revenue generation in couple of months.
- * Designed revenue generating shows for the channel.
- * Held accounts for major business entities and products like Pepsi, Fruit drinks (FMCG), Wataniya Telecom, Dhiragu Telecom, Reefside retail etc creating brand awareness and promotions for the clients.
- * Created strategies for selling the shows with integrated marketing communication for advertisers to get more out of the same advertising campaign.
- * Formulated shows which allow enterprises to do integrated marketing communication and to reach their target audience.
- * Designed events that will allow business to gain the brand identity with 3 way marketing strategies during the recession.

Senior Content Producer

Nautanki.tv Pvt Ltd.

Nov 2006 - Jun 2008 (1 year 8 months)

Nautanki.tv was the first OTT platform ever in India.

- * Conceptualized and Directed close to 10 shows for the different channels.
- * Content Acquisition from Pakistan, Dubai and all over India. (Music Videos, Short Films, Documentaries, and Web series)
- * Handled the on air promotions for the channels across Nautanki.
- * Creating Timelines and Delivery Schedule across all the channels.
- * Managing Promo Airtime according to the slot available and determining the schedules according to the traffic.
- * Doing the Final TC and QC Check for all the Promos before going Live.
- * Designing and Shooting promos when necessary

Freelance Advertising and Promotions

Intervet India Pvt Ltd

Mar 2002 - Jul 2003 (1 year 5 months)

- *Graphic Designing for Print Advt, Brochures, Pamphlets, Magazine, Merchandize,
- *Corporate Presentation in Flash
- *Interactive informative CD for Doctors and the Farmers.
- *Web Designing

Internet and Communication Executive

Modelsoft Pvt Ltd

Feb 2001 - Feb 2002 (1 year 1 month)

- * Content writing and Designing corporate presentation.
- * Designing the company's website (Internet and Intranet).
- * Representing the company in IT trade fairs and exhibitions.
- * Visualizing the trade fair atmosphere and planning on the event and presentation of the company.

Education



Toronto Film School

DFTP, Digital Film and Television Production

2003 - 2005
Honors Graduate (A Grade)
Direction and Script Writing Majors.



University of Mumbai
Bachelor of Commerce (BCom), Marketing
1996 - 1998

Skills

Production Planning • Script writing • Creative director • Story Development • Script Writing •
Scriptwriting • Content Acquisitions • Strategic Content Development • Content Development • Content
Marketing