

# ANIL SHARMA

Creative, innovative & enthusiastic professional with **over 24 years' experience** in **Strategic Planning, Digital Content Development, People Management, Creative Video Designing** across **TV and Digital Department**

## CONTACT



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## SKILLS

Creative Direction / Production	<div style="width: 100%;"></div>
Video Creation and Production	<div style="width: 100%;"></div>
Brand Marketing, Campaigns Performance Marketing	<div style="width: 100%;"></div>
Capacity Building	<div style="width: 100%;"></div>
Content Creation	<div style="width: 100%;"></div>
Budgeting & Cost Optimization	<div style="width: 100%;"></div>
Vendor Management	<div style="width: 100%;"></div>
Team Management	<div style="width: 100%;"></div>

## ENTREPRENEURIAL EXPERIENCE

Jan'16-Nov'19: CMH Productions LLP, Noida as Creative Director

- *Creating videos for Amazon, Snapdeal, Lupin Pharma, Studs Helmets, LIC, JVC Kenwood, NYOOOZ and many more within 6 Months*

## TRAININGS

Attended training conducted by CNN (24 hrs Cable News Channel); arranged by Zee Media

## PROFILE SUMMARY

- Skilled in strategizing & implementing digital content initiatives, across multiple platforms and formats to drive sales, engagement, retention, leads and positive customer behavior
- Collaborated with the marketing and sales departments in developing marketing plans, analyzing results, and identifying opportunities
- Developed internal marketing campaigns that translate marketing objectives across business units into clear and motivating creative strategies
- Proven experience with concept development and creative vision with an understanding of business objectives
- Leading a cross-functional team of graphic designers, copywriters, social media experts, photographers/videographers, and project managers in the strategic development of messages and deliverables
- Supervised direction of overall strategic vision; shaped and guided creative paths
- Skilled in building, leading, and reviewing work of the creative team in the production of all print, and digital marketing collateral
- Start-up specialist with a successful career chronicle in setting up various business models from scratch, tapping new markets by identifying trends & business development opportunities
- Highly skilled with leading a team of creative talent
- Exhibited excellence in producing Daily Crime Show – Crime Reporter, Weekly Crime Show – Crime File and Lifestyle Shows – Beyond Headlines, Health Show

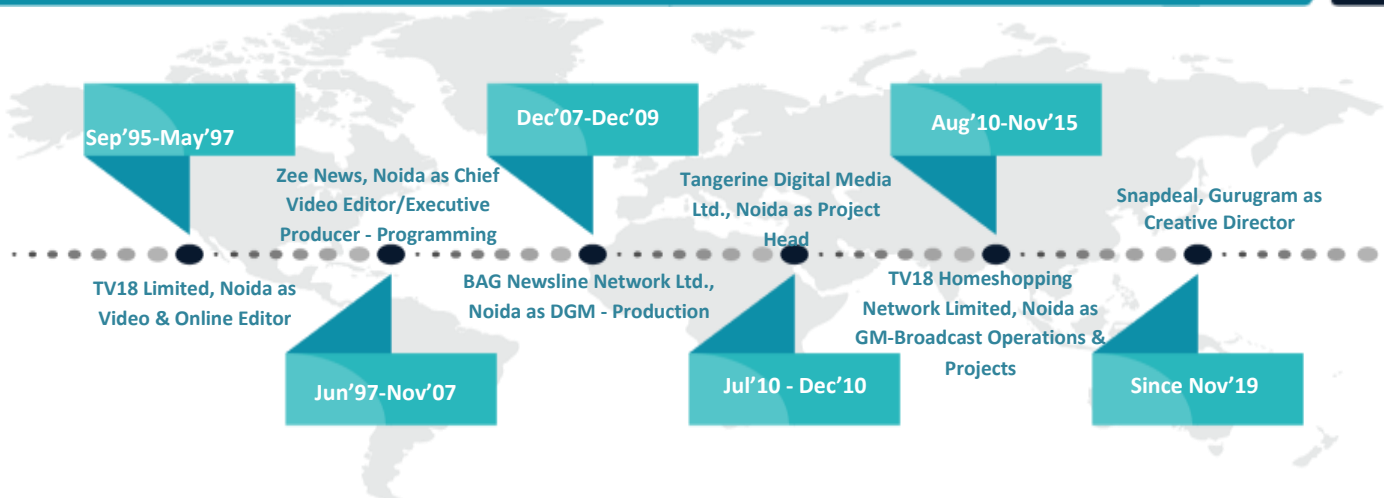
## EDUCATION

- 2016** PG Diploma (Journalism and Mass Communication)  
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- 2012** MBA (Production and Operations Management)  
Distance Learning
- 2011** B. Tech. (Electronics and Telecommunication)  
Distance Learning
- 2011** B.Sc. (Information Technology)  
Distance Learning

## NOTABLE ACCOMPLISHMENTS

- Launched In House Video Shooting Studios for Snapdeal to expand their presence on cluttered Digital and E-Commerce Space withing a period of 15 days
- Successfully executed INR 30 crores project (as Head of Project) for the up-gradation of broadcast facility for TV18 Home Shopping network Limited which includes making of state of the Art Studios fully loaded with latest color changing lights, high definition cameras, beautiful sets, workstation for 50 team members, electrical room, green room, production stores and so on at Homeshop18 in 2013
- Launched and streamlined:
  - 2 channels for BAG Newsline (News24 & E24)
  - Many Channels for Zee News (Regional & National Both) like Zee Punjabi, Zee Marathi & Zee Bangla
- Pioneered in bringing latest technology like virtual sets, news room automation, studio, PCR and CAR equipment

## CAREER TIMELINE



## WORK EXPERIENCE

### Creative Director

#### Snapdeal

Nov'13 to Aug'16

#### Key Result Areas:

- Supervising the Creative Team & Operations Team in planning & creating eye catchy content and creative videos for brand positioning and increasing market value
- Prioritizing work and resources across engagements based on short- and long-term needs, establishing production schedules by collaborating with designers, copywriters, and production departments
- Conducting brainstorming sessions with creative team, maintaining strategic and creative thinking to develop innovative and actionable creative initiatives in a fiscally responsible manner
- Reviewing and approving art and copy developed by the team, ensuring deliverables that effectively address marketing goals and challenges
- Producing fresh, innovative work that translates complex ideas into compelling print materials and digital experiences for visually sophisticated audiences
- Presenting, or overseeing presentation of final concepts, and obtaining approvals for deliverables
- Working in tandem with various External and Internal Stakeholders (Modeling Agencies, Equipment Suppliers, Printing Vendors, Product Category Team, Procurement Team, Legal Team, Marketing Teams and Influencers)
- Managing a team of 14 Creative Professionals comprising Director of Photography, Cameramen, Video Editors, Script Writers, Production and Visual Art Team
- Conceptualizing creative campaigns/videos right from positioning, key art visuals, trailers & AV assets, digital creative for the launch of products

## PERSONAL DETAILS

**Date of Birth:** Nov 10<sup>th</sup>, 1973

**Languages Known:** Hindi & English

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