

Sai Chakravarthy Thoom

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Professional Summary

Experienced Creative Consultant with over a decade of expertise in fiction storytelling, content creation, and production for television and digital platforms. Proven track record in leading creative teams, developing compelling narratives, and managing cross-functional collaboration. Skilled in delivering high-quality shows and ensuring creative and commercial success in competitive entertainment markets.

Professional Experience

Fiction Consultant | March 2024 - Present

- Providing creative direction for on-air shows, ensuring high-quality entertainment and engagement.
- Collaborating with producers, writers, and directors to develop and deliver compelling shows.
- Leading teams to meet deadlines and deliver top-tier shows on time.
- Sourcing and developing new ideas and stories for future projects.
- Managing expectations of internal and external stakeholders and maintaining regular communication regarding show progress.

Eight Audio Network, Remote

Consultant Story/Script Writer | October 2023- November 2023

- Co-writer for the audio series "Ekansh - A Ghost Helper," crafting immersive and captivating narratives to engage audiences.
- Serve as a script doctor, refining and enhancing storytelling elements across audio stories, ensuring creative consistency and audience engagement.

Gemini TV, Sun Network, Hyderabad

Fiction Consultant | January 2020 - August 2020

- Led weekly screenplay discussions, driving research-based creative decisions to enhance show ratings and storytelling quality.
- Established a pipeline of new shows, fostering collaboration between writers, directors, and production houses to ensure a consistent flow of engaging content.
- Sourced and developed new show stories, balancing creative innovation with commercial viability to appeal to diverse audiences.

Star Maa, Star TV Network, Hyderabad

Sr. Manager Fiction | August 2018 - July 2019

- Pioneered the establishment of an in-house Creative and Content department, fostering innovative show ideas and concepts to strengthen the network's creative pipeline.
- Sourced and developed original show stories and characters, contributing to a dynamic pipeline for future fiction programming.
- Provided insights into global creative trends, shaping the department's creative direction and enhancing storytelling approaches.

UV Creations, Hyderabad

Creative Head | January 2016 - March 2018

- Spearheaded the sourcing of new stories and concepts for future films, collaborating with directors to assemble and lead high-performing creative teams.
- Directed the creative process from initial concept through execution, ensuring projects adhered to timelines and budget constraints.
- Coordinated across departments, providing comprehensive oversight to ensure smooth execution and delivery of creative projects.

Channel V, Star Network, Mumbai

Producer | November 2013 - May 2015

- Served as Creative Producer, ensuring creative consistency and working to boost TRP ratings for assigned shows.
- Collaborated with writers, directors, and producers to develop engaging storylines while ensuring smooth production workflows.
- Acted as the liaison between internal and external departments, coordinating to deliver timely telecasts and maintaining high project standards.

Various Advertising Creative Roles

September 2008 - August 2012

- Held creative roles across Melbourne, Dubai, Mumbai, Hyderabad, and Delhi, gaining extensive experience in creative writing, time management, and resource optimization across global projects.
- Contributed to major agencies like Ogilvy Mather (Hyderabad, Melbourne), Grace and Garbo (Dubai), Prodesign (Dubai), and The Communication Council (Delhi), enhancing their creative campaigns and brand storytelling efforts.

Skills

- Creative Direction
- Script Writing & Editing
- Story Development
- Team Leadership
- Stakeholder Management

- Production Oversight
 - Cross-Department Coordination
 - Content Strategy
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Education

Post Grad in Advertising, Royal Melbourne Institute of Technology, Melbourne | March 2006 - November 2007

Bachelor in Commerce, Osmania University, Hyderabad | March 2002 - April 2005