**Ms. APARUPA HAZARIKA  
aparupa.hazarika@gmail.com  
Mob no: 09820024527**  
**Career objective**

To work in collaboration with the programming head of a television channel (GEC) and make effective, wholesome contribution in creating fresh, thriving content for a given target audience

**About me**

. Have 6 years experience in television programming, supervising stages of pre-production, production and post production of programmes that include finalsing concept, episodic flow and script analysis; deciding the story/narrative format, planning editing pattern and graphics usage, finalising pilot episodes, managing on air telecast of episodes, liasoning with production houses for smooth transaction of commissioned projects

. Have interest and experience in non-fiction programmes - music, Bollywood, talent hunt shows and would like to work in the same genre; but I would also like to explore entertainment based lifestyle shows and engage myself more into live production

**Employment history**

. Worked as consultant for Radio City Mumbai from 8th July 2013 to 21st Oct 2013

. January 5, 2012 till June 30, 2013 - Executive Producer and Music Manager at 9X Media Pvt. Ltd., Mumbai  
  
. June 2010 till January 4, 2012 - Executive Producer at What's-On-India TV Guide Channel, Mumbai

. Jan 2006 to January 2010 - Executive Producer at ETV Bangla Channel, Kolkata

**Job Profile details at Radio City Mumbai -**

As a music enthusiast, I wanted to explore the radio medium, hence the jump from television to Radio. Assigned to work out the music elements, music policies, integration of music with special days and events, organizing the RCS scheduler, clock structure and in a way try and build the "recall brand value" for the Mumbai Station

**Job Profile details at 9X Media Pvt. Ltd -**

. Supervising the pre-production and post-production of both short format and long format programmes like Antakshari, Mini Recharge, Jalwa Jubilee Hits, etc. (programmes revolving around Bollywood music) Also coordinated with production houses for commissioned projects of the channel.

. Essential part of the creative (OAP) team that creates promos, graphic plates, bugs, other promotional strategies for programmes

. Have conceptualized the layout of the fixed point chart (consisting of various day part bands of songs and elements of short format programmes) in consultation with the programming head. Also, part of the decision making team that finalizes changes in the FPC from time to time after analysis of TAM ratings with the research team

. Have created and selected the bank of (over 4000) Bollywood songs in consultation with the programming head that will be aired in our music channel

. Have created music/non-music playlists for the channel (as part of my music manager KRA)

. Taking care of the operations in regards to airing of episodes or songs

. Coordinating with the digital team to promote new programmes, special musical days, promos, contests, etc.

**Job Profile details at What's-On-India TV Guide Channel, Mumbai –**

. Conceptualized feature stories, supervised scripts, overseen production and post production of programmes such as What’s on Bollywood and What's on the Sets. Whats on Bollywood mostly had feature-based stories with countdown shows, Bollywood gossips, reviews of upcoming films etc. On the other hand, What's On the sets was a programme where various television sets were explored on shooting locations

. Acquisition/selection of Bollywood songs and creating playlists of these songs according to mood, viewer ratings, special days

. Looking into the content and supervising schedules of theatricals, songs of new Bollywood movies/albums

. Part of the decision making team on making strategic changes in the FPC whenever required after TVR readings to build in more audience reach.

. Building promotional strategies for programmes for cross promotion

**Job profile details at ETV Bangla Channel, Kolkata**

. Assigned executive producer of Pantaloons Femina Miss India East 2009 that was telecast in ETV Bangla

. Conceptualised the programme format, supervised script and episodic flow, and worked as team in executing a filmy talent hunt reality series named Fatafati Filmy Fight. Through this ambitious Tollywood Talent Hunt Programme, 2 aspiring actors were selected as emerging Tollywood stars of West Bengal.  
  
. Looked into an in-house programme named ETV Houseful where Tollywood cast and crew were interviewed on their new film releases  
  
. Worked as team in conceptualising, planning and executing non-fiction television programmes such as, Gane Mor Indradhanu, Prathama. While the first is a musical talent hunt programme, the second one is a contest to search and honour the most deserving women of West Bengal through a series of contest based formats.  
  
. Worked in the team for creating film schedules from existing film bank and creating special film packages for sponsors and special occasions

. Apart from programmes, had conceptualised and executed the telecast of the summer package for children named Birpurush for 2007 and 2008 (the term is a derivation from Rabindranath Tagore's poem Birpurush meaning 'child brave-heart').Had also written the copy and created Marketing AV for the same.  
  
. Created promos on the prime time programmes of ETV Bangla for cross channel promotion  
  
. ETV Bangla basically being a Bengali Channel is involved in creating a gamut of programmes on Durga Puja which span over a period of almost 4 months. For the year 2007 and 2008, I was entrusted as the coordinator and supervising producer for all the programmes (both canned and LIVE) which include Pujor Caravan, Sholoana Bangalianar Pujo, Pujor Barometer, Shubho Bijoya, et al.  
  
. Was part of the programming research team where we analysed prime time band slots for some of our programmes to counteract competitor channel's slot  
  
. Have coordinated LIVE shows for programmes such as Gaan LIVE (a song based show) through tele-conference, I also have conceptual knowledge of online editing  
  
. Coordinated client servicing activities for sponsored programmes

. Have made concept ppts for sales integration within programmes (both televised and ground)  
  
**Scholastics**  
. M.A. in Mass Communication and Journalism from Tezpur University (Central University - UGC certifed), Assam in June 2005  
  
. Major courses in MA (Mass Communication & Journalism) -  
  
Film Studies, Visual Communication, Broadcast Journalism, Documentary Production, Media Management, Print Journalism, Public Relations & Advertising, Development Communication, Communication Research and Web technology  
  
. BA (Hons.) in English from Cotton College, Guwahati, Assam in 2003  
  
**Personal details**  
  
Total Years of relevant experience in TV channels: 6 yrs  
Languages Known: English, Hindi, Bengali and Assamese  
Hobbies - Watching films (both world cinema and commercial movies), listening to Bollywood music, painting and sketching, exploring food joints, visiting hill stations  
Date of Birth: 27th February 1982  
Gender: Female  
Email id: aparupa.hazarika@gmail.com  
Cell phone no: 09820024527, 09819748327