

Devashish S. Shedge

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Languages: English / Hindi / Marathi / Gujarathi

FILM DIRECTOR / CREATIVE HEAD / STATION HEAD/ADJUNCT PROFESSOR

PROFESSIONAL SYNOPSIS

Creative and highly talented professional **FILM DIRECTOR / SENIOR CREATIVE DIRECTOR / PROGRAMMING HEAD** with high quality experience and known for creative and technical excellence, offering discerning eye for detail, creative flair, and resolute determination to maximize quality in fast-paced environments. Ability to execute balanced judgment in time-critical projects, deliver on-time, high-quality work. Exceed performance goals and customer requirements. Ability to wear different hats, in diversified environments.

Possess over 28 years of experience in Media / Entertainment industry in India / UAE with a good technical understanding of pre & post film production activities. Proven ability in independently directing, producing and managing shootings for **FEATURE FILMS / DOCUMENTARIES / TELEVISION COMMERCIALS / CORPORATE FILMS / MUSIC VIDEOS/ LIVE PROGRAMS/ EVENTS/ PROMOS / TELE-FILMS / TV SERIALS** including acting in Television Serials / Theater & Films, researching work and interviews for many projects of different genres.

Has an outstanding interpersonal skill, extremely articulate and personable with unique ability to relate to all levels of staff, management and clients. **Worked with prominent personalities of television and film Industry in INDIA.** Organized, analytical with capacity to easily master new tasks and manage multiple responsibilities, without compromise on quality and productivity.

CORE COMPETENCIES

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| - Teaching | - Pre-Production / Post Production Activities |
| - Mentoring | - Direction & Production Management |
| - Innovative / Creative Thinking Ability | - Video Producing / Video Directing / Video Editing |
| - Well Connected with Celebrities/ film stars. | - Live Shows / Program Management |
| - Radio Programming/Research | |
| - Acting | - Advertising |
| - Marketing Management | - Business Planning with P & L |

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

MGM- 90.8 FM

JAN-2020 – PRESENT

STATION HEAD/ADJUNCT PROFESSOR Aurangabad, Maharashtra

Working as Station Head, Radio MGM 90.8 FM & **Visiting Faculty** for MGM University, Aurangabad. (MAH)

I've been teaching & mentoring B.A. (International Journalism), M.A. (Journalism & Mass Communication), B.A. (Economics), B.A. (Psychology), B. A. (Honours-Film Making) and MCA students.

The subjects I teach are as follows:

1. Basics of Broadcast Media
2. Broadcast Journalism
3. Radio Journalism
4. Communication and Soft Skills
5. Communicative English
6. Public Speaking

- **Spearheaded and successfully re-launched, 'RADIO MGM – 90.8 FM' Community Radio Station with a team of 10 creative team members.**

Also was associated as "Course Coordinator" for-"Short Film/Documentary Making & Dramatics" weekend courses, At CSRD, Ahmednagar (MAH)

- Designed Course Structure & Syllabus.
- Conducting Lectures, Practical , Screenings, Interactive Sessions, Group Discussions
- Ideation & Content Generation
- Script-writing, Screenplay workshops
- Conducting Workshops on Direction, Pre-production, Production & Post-production
- Cinematography, Editing & Sound Techniques
- Film Appreciation
- Coordination with Guest Faculty
- Paper Setting & Student performance assessment
- Marketing & PR

Last two years toured, the entire Ahmednagar District, Maharashtra, as an Expert Speaker on, "Grooming & Personality Development" – A 'Gillette' & 'Daily Lokmat', Initiative.

Covered over 45 colleges, guiding over 6000 final year Engineering, Management, Science, Arts & Commerce students on Interview Techniques, Grooming, and Body language & Communication.

Writing a Film Based weekly column (Marathi), in local evening daily," Samachar" since January 2018.

**RADIO NAGAR- 90.4 FM- COMMUNITY RADIO
STATION DIRECTOR**

**NOV-2010 – Dec-2019
Ahmednagar, Maharashtra**

Worked as- **Station Director, Radio Nagar 90.4 FM** for NGO "Snehalaya" in Ahmednagar (MAH) Directed and coordinated the Launch, operations, programming plan & marketing for the station.

Recently did a successful short stint as "Programming Consultant"- for 'My 94.3 F M (D B Group)

- Role included providing Content & City Insights for all ROM markets
- Show inputs for all ROM markets

**VIVA ENTERTAINMENT FZCO
Divisional Head – (Universal Pictures International-Business Unit)**

**JULY-2008 to OCT-2010
Jebel Ali, DUBAI- UAE**

Provided highly strategic and tactical leadership as Divisional Head – (Universal Pictures International –Business Unit) of this leading company engaged in the business of – **Entertainment - Distribution of Home Video for Hollywood Studios likes Universal, Paramount, Warner & Disney. Work directly with the Managing Director to set both strategic and operational goals and objectives for the Division.**

Key Strategic Accomplishments:-

- **Won the Universal Studios – Distributor of the Year Award for having 6 Major Releases out of the top 10 releases worldwide for the year 2008.**

**RADIO MIRCHI FM
Programming Head**

JUN-2007 – JUN-2008

Directed and coordinated the daily operations and business plan implementation of the company's **Aurangabad Station RADIO MIRCHI –FM**. Fully accountable to the National Programming Head to provide visibility and monitor productivity.

- **Spearheaded and successfully set-up and launched, 'RADIO MIRCHI – FM' Station with a team of 15 creative team members.**

ACADEMIC & PROFESSIONAL QUALIFICATIONS

B E (Chemical), M A (Journalism & Mass Communication), UGC-NET and SET(Journalism & Mass Communication) Qualified.

Currently: Research Scholar (pursuing Ph.D.) @ Department of Communication & Journalism, University of Mumbai.

KEY ACHIEVEMENTS

Filmography:

Feature Film - Marathi
Raasta Roko – Director

Web-series: **Veer Savarkar:** Stories on Superstitions (Currently shooting is on)

Documentaries:

Power of Education Sectors in India
Trustee Training Program for Federation of Jain Educational Institutes
Importance of Modern Technology in Education

Television Commercials:

Uro Cola
Aromatic Beauty Soap
Aromatic Laundry Soap
Aromatic Detergent Powder

Video album :

Becheniyo Ko Karaar Aa Gayaa - Das Music

Corporate films:

Reliance Silicons
Thermax
Videocon
Sejal Glass Pvt. Ltd.
General Seals Pvt. Ltd.

Films as Associate director Hindi feature film:

Chandni Bar
Trishakti

Marathi feature film: As an actor

Taichya Bangdya
Sakhi Mazhi
Gabhara
A Fakt Tuch (Just completed) - May 2022 release
Tarri (Ongoing) – May 2022 release

Tele-films as Associate Director:

Double Game
Sangini - Zee
Anant – Zee

Television Serials - Hindi - (Chief Asst. Director)

Rihaai
Brig. Balwant Bhavan
Zakhm
Yo! Mamaji
Vishwasghat
Khilwad

Television Serials - Hindi - As actor

Alpaviram
Shapath
Ekmahal Ho Sapno Ka
Brig Balvant Bhavan
Shakalaka Boom

Television Serials - Marathi (Actor, Asst Director)

Kalokh
No Problem
Paaul Khuna
Eka Haatachi Taali
Sanskar
Timir – Katha

Marathi Theatre Professional - As Director

Mantra Mugdha
Hee Gang Tumchi Aamchi
Baikocha Khun Kasa karawa

Theatre Marathi Professional - As Actor

Shreemant
Aaicha Ghar Unhacha
Sath Sobat
Sastang Namaskar

Theatre Marathi - Amateur - As Director

Mahayatra
Mahanirvan
Komal Gandhar
Pagala Ghoda
Premachya Gava Jave
Suryachhi Pille
Theater
Darshan Digdarshan
Savlya Haravelelya Bhavlya
Aasa Ha Khel

Theatre Gujrathi Professional - As actor

Sorry Wrong Number
Raj Rani
Angat Angat Naam Hata
Sambandhoni Pehle Par
Mission East Pakistan – 1971

TECHNICAL SKILLS

- Proficient in the use of: Radio Software – RCS
MS-Office - (Word/Excel/PowerPoint)

AWARDS / RECOGNITION

Best Actor and Director for Marathi play (Mahayatra - 1991) – Maharashtra State Dramatics Competition.

Best Actor and Director for Marathi play (Darshan Digdarshan - 1993) – Maharashtra State Dramatics Competition.

Best Director for Marathi Play (Savlya Haravelelya Bhavlya - 1995) – Maharashtra State Dramatics Competition.

Best Film- Social Category (Rasta-Roko-2006) Sanskruti Kaladarpan Award

REFERENCES: *Available upon request*