

AHTESHAM KHAN

TV and Digital Media Specialist

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PROFESSIONAL SUMMARY

Dynamic and results-oriented Media Producer with over 16 years of experience in video production, post-production, and brand storytelling across television and digital platforms. Adept at leading photo and video shoots, overseeing post-production workflows, and crafting high-quality visual content that enhances brand engagement and drives sales. Proven ability to coordinate with stakeholders, manage production resources, and align creative outputs with marketing goals. Passionate about creating compelling content that captivates audiences and converts viewers into customers.

Worked with renowned broadcasters like NDTV Ltd. and Qatar Media Corporation, delivering successful projects.

CORE COMPETENCIES

Video Production & Post-Production

- Expert in camera operations, lighting setups, and sound recording
- Proficient in Avid Media Composer, Adobe Premiere Pro, After Effects

Creative & Marketing Strategy

- Creating high-impact visuals for brand storytelling
- Aligning video content with marketing goals
- Experience in Real Estate, health, tech, fitness and e-commerce industries

Stakeholder & Resource Management

- Managing production schedules, budgets, and equipment
- Coordinating vendors, freelancers, and on-screen talent

Performance Analytics & Optimization

- Analyzing content performance metrics
- Implementing user-driven content improvements
- Enhancing conversion rates through optimized media

WORK EXPERIENCE

ZYRA Media, New Delhi, India

Founder

Nov 2016–Jan 2024

- Led end-to-end video production for digital content, marketing campaigns, and branded storytelling.
- Managed photo and video shoots, ensuring professional quality and brand alignment.
- Collaborated with marketing teams to create high-converting media content.
- Supervised editing, color grading, and sound design to produce polished, attention-grabbing videos.
- Oversaw resource allocation, budgets, and vendor coordination for production efficiency.

Qatar Media Corporation, Doha, Qatar

Executive Producer

Nov 2018–May 2019

- Led a team of videographers, editors, and designers to produce premium visual content.
- Managed production pipelines, schedules, and budgeting.
- Ensured content met marketing and editorial standards.
- Developed brand-aligned content strategies for digital and TV platforms.

NDTV Ltd., New Delhi, India

Head of Entertainment Programming and Monetisation

April 2013–July 2016

- Led brand strategy, content creation, and marketing campaigns, ensuring brand alignment across multiple platforms.
- Developed social media and digital marketing strategies, driving audience engagement and brand awareness.
- Launched "Entertainment Band," a diverse programming initiative integrating celebrity dialogues, documentaries, and music specials.
- Managed advertising partnerships, sponsorship pitches, and event marketing initiatives.

NDTV Ltd., New Delhi, India

Head of Social Media Strategy

April 2013–July 2016

- Designed and executed digital marketing strategies, integrating brand campaigns with social media outreach.
- Created event marketing strategies, optimizing audience engagement through Twitter, Facebook, and other platforms.
- Managed campaign briefs, media plans, and cross-functional marketing initiatives.

NDTV Ltd., New Delhi, India

Senior Producer

April 2008–March 2013

- Produced and directed "The Property Show," a prime-time real estate program.
- Managed multi-camera shoots, on-location productions, and studio setups.
- Increased show ratings by 30% through engaging content and dynamic storytelling.
- Collaborated with marketing teams to optimize viewer engagement and sponsorship revenue.

NDTV Ltd., New Delhi, India

News Producer

April 2004–March 2008

- Multi-tasked extensively by producing and working on editing software like Avid and Premiere Pro. Worked in PCR extensively, handling core functions like Studio Direction, Vision Mixer, Audio Mixing, Output Producer, Bulletin Producer (BP), and Camera Operations.
 - Responsible for the overall production of the day's news, special coverage, in-depth stories, and other news-related content of prime-time bulletins.
 - Worked as a producer for special documentary features and interview-based shows like Emerging India, Mind of the Market, Fortune Traders, etc.
 - Involved in large-scale outdoor events like the World Economic Summit, Business Leadership Awards, NDTV Car & Bike Awards, NDTV-Toyota Greenathon, etc.
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TECHNICAL SKILLS

Video Editing & Post-Production: DaVinci Resolve, Adobe Premiere Pro, After Effects

Cinematography & Photography: Sony FX3, FX9, BlackMagic, RED

Lighting & Sound: Aputure, Arri, Lightgear

Graphics & Design: Adobe Photoshop, Illustrator, Canva

Marketing & Analytics: Conversion Optimization, Content Performance Analysis

KEY HIGHLIGHTS FOR MARKETING MANAGER ROLE

- Proven ability to create high-impact visuals that convert viewers into customers.
- Expert-level camera, lighting, and sound recording skills for top-tier production.
- Deep understanding of marketing psychology and audience engagement.
- Extensive experience managing end-to-end media production for brands.
- Track record of driving engagement, brand awareness, and revenue through media.

EDUCATION

University Canada West, Vancouver, Canada <i>Pursuing MBA</i>	<i>Sep 2025</i>
Jamia Millia Islamia University, New Delhi, India <i>Bachelor of Arts, English Honors</i>	<i>May 2002</i>

