



HARSH KOHLI

Content
Producer/Manager

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With a profound passion for media production and a robust background as a Content Producer, I am eager to bring my expertise to a forward-thinking organization where innovation in media and communication is highly valued. I am committed to leveraging my experience in content creation and management, strategic partnerships, and team leadership to drive engaging storytelling and audience growth. My goal is to align with the company's mission to deliver high-quality content, employing my skills in content management, PR coordination, Artist Management and data-driven content strategy to enhance the company's digital presence and market share.

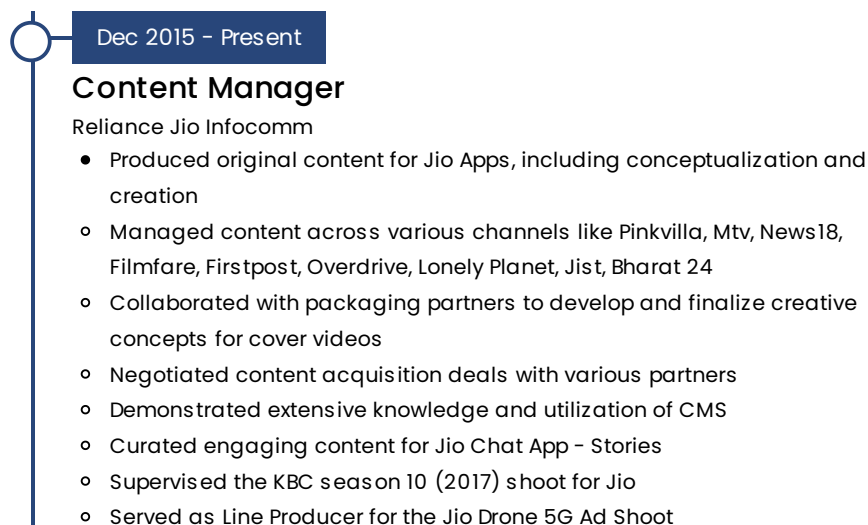
Professional Summary

- Over 14 years of professional experience as a **Content Producer & Content Manager** in leading media companies like **Reliance Jio Infocomm** and **Times Television Network**.
- Led cross-functional teams in the production of original content, resulting in increased user engagement on Jio Apps.
- Skilled in coordinating with music labels, production houses, and agencies for movie tie-ups and promotional content creation.
- Expertise in content acquisition, management, and scheduling, bolstered by extensive knowledge of CMS and Gen 21 software.
- Proficient in a wide range of editing and design software including Final Cut Pro, Adobe Photoshop, Corel Draw, and 3D animation tools such as Maya.

Career Timeline



Work Experience



Achievements

- Onboarded renowned Partners/Brands for FOC content on Jio Platform.

Soft Skills

- Communication
- Problem-Solving
- Strategic Planning
- Copy Writing
- Team Leadership
- Innovation

Technical Skills

- Content Curation
- Content Management Systems
- Video Editing
- Project Coordination
- 3D Animation (Maya & 3D MAX)
- Scriptwriting



Certifications

- Excellence in Editing Skills (Wigan & Leigh College - 2010)
- Maya 3D - Certified in Digital Technology (MAAC Animation - 2007)
- Delegate of the Year (Crime Prevention Organization - 2007)
- Swift C++ (NIIT - 2006)

Education

- Post Graduate in Mass Communication
Wigan & Leigh College, University of UK
2010 - 2012
- Bachelor B.Com (Financial & Management Accounts)
JB College of Arts & Commerce, Mumbai
2007 - 2010
- Higher Secondary Certificate (HSC) - Commerce
JB College of Arts & Commerce, Mumbai
- Central Board of Secondary Education
Lok Puram Public School, Thane

Languages

- English
- Marathi
- Hindi
- Punjabi

Hobbies

Feb 2013 – Nov 2015

Producer

Times Television Network (BCCL)

- Produced multiple television shows such as zoOm Your Likes, zoOmit Playlist, Sunny Christmas, Throwback Thursday, Tweetrenders, Regional Special, zoOm Barabar Jhoom Thematics
- Managed post-production for new songs and music shows
- Coordinated movie tie-ups with production houses, music labels, and agencies
- Managed the music library for zoOm and scheduled music according to show format, genre, and time slots
- Created content ideas for new music television shows
- Handled Gen 21 Software for music and related shows

Aug 2012 – Jan 2013

Assistant Director/ DOP

Humara Movie Productions, Mumbai

- Directed three short films and assisted as Director of Photography
- Wrote scripts for several short films
- Assisted with sound engineering
- Managed daily call sheets and scheduling
- Acted as artist manager for actors including Sonali Kulkarni

Mar 2012 – Mar 2012

Promoter for the Horn Bajane Ki Bimari Campaign

Lokmat Media Ltd.

- Led the Horn Bajane Ki Bimari Campaign across multiple media platforms
- Conceptualized and executed the campaign in Mumbai

Aviation Enthusiast

Movie buff

Script writing

Exploring the latest technological advancements

Petrolhead

Achievements

- Successfully supervised the shoot for KBC season 10 (2017) for Jio, contributing to high ratings and viewer engagement.
- Managed and produced notable shows for Times Television Network leading to a marked improvement in content quality and audience reach.

Projects

Director and Production Controller of Song Video

Drug in Relationship

A Mute Story