

SENIOR CREATIVE DIRECTOR

COMMUNICATIONS | PROGRAMMING | ESTABLISHES RATINGS RECORDS | GLOBAL TV EXECUTIVE

Media/Public Relations ♦ Corporate Identity ♦ Production ♦ Creative Management

LEADERSHIP SNAPSHOT

Offers creative leadership in corporate communications, PR, and entertainment venues.

Led 35+ TV shows/series as creative director. Created multiple show jingles that went viral.

Script development for broadcast concepts, screenplays, original content, dialogues, and lyrics.

Spearheads chart-topping shows that overcome competitors.

Ideated, developed and launched shows and movies that ranked extremely high in national ratings included shows similar to American Idol, The Office, Dance Academy, Taps, Frasier, Ally McBeal, The Wonder Years, and Bob's Burgers.

Growth expert — drove Sony India operations revenue 400% from 2006; increased market share 12%.

Innovative and compelling C-Level communications, speeches, internal, and external documents that clarify the corporate vision and establishes the brand.

15-year record of producing and managing global content that becomes cult favorites for diverse demographics.

Exceptional leadership talents that align the business process and creative direction to realize cost savings and accelerate performance through strategic planning, artistic design, and capitalizing upon the latest social trends.

Drive strategic communications campaigns; creating one-of-a-kind video content with a deep understanding of targeted demographics; consistent highest time-slot ratings. Reengineers and repositions networks to become brand leaders.

Earned multiple awards for youth and drama programming within an extremely competitive industry.

SELECT CAREER HIGHLIGHTS

■ Developed and led India's #1 ranked show; highest-ever rating of 9.6; averaged 8.9 rating (first time in India); ranked #1 consecutively for 25 weeks. Won 25+ awards. Innovated content for Sony Entertainment comedy channel to attain 70% all day GRP.

■ Provided creative supervision on a family sitcom; became most watched show in India in its timeslot with 4.3 Nielson TV rating points (total 180M+ homes); ranked as India's longest running sitcom serial. By 2017 show remained top 5 across urban-rural demographics.

■ Created a police sitcom, nominated Best Sitcom category at the Indian Telly Awards in 2009; completed 1300+ episodes; averaged 2.0 TVR (equivalent to Nielsen) in 2014.

• Developed a soap opera; ranked #1 show for 8 consecutive years; averaged 5.4 TRP (equivalent to Nielsen ratings.)

■ Supervised a decade-long topmost TV series across nation; resulted in the show achieving a 10 rating, up from 9.

MOST RELEVANT CAREER EXPERIENCE

CREATIVE DIRECTOR / GROUP LEAD PROGRAMMING, Star India Ltd., Mumbai, India (2008-2010)

Significant section of NewsCorp with 300M+ viewers across 65 countries; #1 GEC of India.

Wrote screenplays and show dialogues for variety of shows and concepts; creating television shows to drive ratings. Developed strategic communication campaigns based on network values and vision; branding messages for target audiences. Created show scripts, episodes, and pilots for specified market segments to realize ratings and rankings increases.

- Authored script for top-rated episode of # 1 TV show, achieved 7 Nielson TV rating points.
- Supervised 350+ 30min episodes to secure Star Plus Network's top-ranking position. Helped the network cross 1K+-crore mark from ad revenues in 2010, for the first time. It remained #1 network consecutively for 4 months. The network cornered 12% of the market share, of 500+ TV channels.
- Increased network revenues by creating new time band (7pm), handling 3 prime-time shows, launching 2 new shows & extending time band by getting ratings for repeat shows at 11pm.
- Created multiple soaps; effectively targeting females, rural, 18-49 yrs old. Authored pitches to support newsworthiness of projects. Managed media visits for onsite shoots and briefed executives and talent.
- Led a team of 6, providing creative feedback and edits on content and managing workflow.
- Launched 100+ 30min episodes of a top 10 TV series nationwide, and 80 episodes of a daily pre-Primetime TV series.
- Spearheaded multiple romantic dramas including one with 100+ episodes; averaged 3.9 TAM (viewership backed by AC Nielsen); ranked as a top 10 show among pan-India, 8+ yrs old age group.

Shilpi has in-depth knowledge and a comprehensive exposure to the satellite industry. She understands its nuances and dynamics and is a great example of a wonderful blend of strategic mindset and creative thought process. She is a great team player and has got immense patience in solving complex problems."

~ Raaj Gupta, Network Fiction & Marketing, Sony Pictures

SENIOR EXECUTIVE PRODUCER, Sony Entertainment Television, Mumbai, India (2006-2008)*Subsidiary of Sony Pictures Entertainment with 40+ TV networks worldwide and 300M+ household viewers.*

Led production of large cadre of youth and comedy TV series; collaborating with C-level executives on the positioning of the overall network as youth-centric. Refocused network goals on comedy channel statistics and successfully conceived, wrote, and launched most shows within 2 months. Worked with diverse internal teams and varied external partners to create each project. Spearheaded, mentored, and developed team of communications professionals. Developed content ideas and format concepts.

- Drove network TRP by 500% since 2008. Grew network advertising revenue to \$2.1M (US) to \$5M (US) in 4 years.
- Supervised a host of TV and comedy series in India, with experience in daily romantic thrillers, comedies, cultish youth television, and non-fiction stand-up.

CURRENT CAREER EXPERIENCE**SCRIPT WRITER**, Zee International, India (2013-Present)*Part of Zee Network India with broadcasts in 171 countries and 1B+ viewers.*

Author content for popular television shows and Bollywood movies, serving as a script and creative consultant. Developed concepts, wrote scripts, outlined audio visual effects, and managed the creation of shows. Display content for overseas syndicate in the United States, South Africa, and Singapore markets.

- Wrote popular shows that consistently edged out competitors for high rankings and consistent ratings.

COMMUNICATIONS CONSULTANT, Mission Trading Co., Livermore, CA (2012-2013)*International manufacturer of automotive parts for European, Japanese, Korean, and US markets.*

Created speech scripts and managed all corporate communications for executives within the company. Controlled messaging, steered questions, and outlined tone for all communications with the press and general public.

CONSULTANT, Director's Kut, Mumbai, India (2011-2012)*National Indian television production company; providing content in a variety of markets.*

Developed television show concepts, providing character sketches, pilots, and previews of shows to launch new series. Collaborated with diverse, multi-faceted teams to set up new shows and created content to capture audiences. Worked on a number of concept launches, weaving stories around ideas and basic outlines to create masterful show pieces.

- Consistently delivered shows that topped national charts.
- Worked on a present show that frequently ranks as the number one show in India.

*Additional excellent experience includes **Project Lead – Television** for Percept Picture Company, **Executive Producer** for Aroona Irani Productions, and **Associate Creative Head** for Balaji Telefilms Ltd. Have also freelanced on the production of various movies, television shows, and ad campaigns. Details available upon request.*

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Science, Mass Communications (Distinction); University of Baroda, India GPA: 4.0

Bachelor of Arts, English and Sanskrit (Distinction); Allahabad University, Allahabad, India GPA: 4.0

Diploma in Multimedia (Distinction); Arena Multimedia, Baroda, India

Advanced Industry Coursework from LinkedIn includes:

Content Marketing: Videos, Photos, Social Media • Diversity • Branding • Youtube

SELECT REFERENCES

"Shilpi has a track record of 15+ years in managing multiple projects simultaneously... She comes across as both a leader and a team person... Shilpi is very creative and articulate, and she should be able to bring innovative ideas on board... Shilpi has a very contagious enthusiasm, which sets her apart."
~ **Aprajita Jain, Brand Marketing Evangelist, Google**

[Shilpi] has that rare combination of being holistic in her approach whilst targeting the bulls-eye of TRP's, which is an asset to any broadcaster. She was one of the team that ideated and worked tirelessly towards establishing SAB TV and making it the marquee brand it is today. Apart from all her professional abilities, Shilpi is simply one the warmest people I have had the pleasure of working with and that is what makes her shine.
~ **Padma Akella, Head, A.V.P, Content Regulation, Viacom18 Media**