

JAYANTI SARKAR

◇ Website: jayantisarkar.com

◇ Email: jayanti.sarkar18@gmail.com

◇ LinkedIn: [jayanti-sarkar](https://www.linkedin.com/in/jayanti-sarkar)

EDUCATION

MA in Media Innovation

University of Reno, Nevada

2023 - Ongoing

GPA: 4.0/4.0

MBA in Marketing & MA in Media and Mass Communication

International School of Business & Media, Pune

2013 - 2015

GPA: 3.41/4.0 and 3.32/4.0

Bachelor of Arts in Communicative English

Calcutta University, West Bengal, India

2010 - 2013

PROFESSIONAL EXPERIENCE

Senior Content Producer (Creative & Post Creative)

2018 - 2023

- Designing content for episodes to make it appropriate for telecast and being responsible for it till telecast time.
- Dealing with channel and creative people for discussing content, plan of execution and ideating the graph for the show.
- Helping associate and assistant producers, and editors with their work.
- Working with 1-2 editors per episode, explaining to them the feel of the episode, and finalizing content.
- Coordinate ideas with GFX (graphics) team and execution with Dolby (sound) team.
- I am one of the few women Senior Post Creative Producers in the industry.

Associate Content Producer (Post Creative)

2016 - 2017

- Assisting Episode Produce with the content line up of the shoot, which helps them to fine tune the content.
- Working with editors, guiding them towards the theme of an episode, and finalizing content.
- Making music cue sheet of an episode, content line up of the reality footage, helping seniors with their requirements.

Assistant Content Producer (Creative)

2014 - 2015

- Acquainting with the workflow of handling footage, working environment, and visiting shoots.
- Worked as researcher, script assistant, making Run Orders, interviewing contestants.

RECENT PROJECTS

Documentarist in Reno, Nevada

Sep 2023 - Currently

- Bringing out the unique stories and journey of local artists and businesses in Reno.
- Managing the entire pipeline from finding artists, their research, filming them, video editing and webpage hosting.

Post Creative Producer at IPL - Mumbai Indians - OML Entertainment

Mar - May 2023

- Creating the player profiles, making promotional videos and ad shoot campaigns for Mumbai Indians cricket team.
- Making reels about daily activities of the team including training, fan events and free-time activities.
- Supervising content, reviewing footage and guiding the editors for making promotional clips.

Post Creative Producer at Shark Tank India - S2, Sony Pictures Network

Oct 2022 - Mar 2023

- Of the 200 pitchers, I did 20-25 min content designing of 50 stories, by understanding their business ideas.
- I was part of the floor creative meeting, during live shoots, for things to happen from the telecast perspective.
- I was the Episode producer for stories that went in my episode (2 episodes per week) and managed it's contents.

Post Creative Producer at Dance India Dance Supermoms - S3, Zee Network

July - Sep 2022

Post Creative Producer at Dance India Dance Lil Masters - S5, Zee Network

Feb - June 2022

- This show changed the concept of dance in India and acknowledged the importance of extra curricular activities.
- Content design that builds all the contestants and helps the audience to connect with them.
- Delivering one episode every week, where the avg. TRP of the show was 2.0, being the No.1 show of its time.

Post Creative Producer at Shark Tank India - S1, Sony Pictures Network

Oct 2021 - Feb 2022

- First TV show to promote Indians businesses, capturing the eyes of Gen-Z Indians interested towards their own start-up.
- Of the 198 pitchers (out of 3000) who got selected, we created and prepared 15-20 min content for each of them.
- Understanding their business ideas while creating the synopsis, and save them for telecast time.
- Convey the business concept of the pitcher, making it understandable for viewers, within the telecast timing.
- I was the Episode producer for stories that went in my episode (64 stories, 2 episodes per week) and managed it's contents.
- Contributing content ideas during show design, leading it to be the first successful show on Indian digital platform.

- **Creative & Post Producer and Researcher at [Indian Super League - S1 - S3, Star Sports](#) 2018, 2019, 2022**
- Soccer league highlighting the hidden talents and help sports to reach out everyone.
- Content design of people whom we interviewed and helped them to reach out to the audience.
- Research on finding these hidden heroes who contribute to society by training, coaching or playing.
- Interviewed around 20 personalities and made 2 min documentary films on them.
- Went to shoot backstories for few of them where we captured their daily work life and training process.
- **Post Creative Producer at [Dance Dewaane - S3, Colors TV](#) Feb - Oct 2021**
- The format of this show was to bring all age groups of people (Age 5-60 yrs) in one platform with equal opportunities.
- Making stories appropriate for every contestant, designing the content and making call on which content to telecast.
- **Post Creative Producer at [SaReGaMaPa Lil Champs - S3, Zee Network](#) Feb - Oct 2020**
- Singing show for juniors, providing opportunities pan India who has interests in singing.
- I was in charge of content design and making it appropriate from a telecast point of view, with one episode per week.
- Presenting own opinion with channel people, floor creative and to acknowledge their feedback's in a cogent way.
- **Studio Manager & Graphics Supervisor at [Love Aaj Kal 2, Kabir Khan Productions](#) Nov 2019 - Feb 2020**
- Taking briefs from the clients and helping GFX designers to evaluate ideas.

EVENT SHOWS

- Content designing for the episode, sitting with artist, channel and creatives for the gathering and mapping content.
- Coordinating with GFX team to brief them about the graphical ideas and with music team for their track deliveries.
- **GFX Producer at [Lakme Fashion Week](#) 2018**
- **Post Creative Producer at [Mirchi Music Awards](#) 2018**
- **Post Creative Producer at [LUX Golden Rose Awards](#) 2017**
- **Post Creative Producer at [Filmfare](#) 2017**
- **Floor Graphics Coordinator at [Femina Miss India](#) 2016**
- **Post Creative Producer at [Zee Cine Awards](#) 2016**

PAST REALITY SHOWS

- **Post Creative Producer at [Nach Baliye - S9, Star Plus](#) BBC Entertainment, 2019**
- **Post Creative Producer at [Kitchen Champion - S2, Sony](#) DMV Productions, 2019**
- **Post Creative Producer at [Dance Plus - S4, Star Plus](#) Frames Production, 2018 - 2019**
- **Post Creative Producer at [Zindagi Ki Crossroads - S1, Sony](#) Sony Entertainment, 2018**
- **Post Creative Producer at [Box Cricket League - S3, MTV](#) Balaji Productions, 2018**
- **Post Creative Producer at [Nach Baliye - S7, Star Plus](#) BBC Entertainment, 2017**
- **Post Creative Producer at [Om Shanti Om - S1, Star Bharat](#) Colosseum Production Pvt. Ltd., 2017**
- **Post Creative Producer at [Dil Hain Hindustani - S1, Star Plus](#) Frames Production Pvt. Ltd., 2017**
- **Post Creative Producer at [Mission Covershot - S3, National Geography](#) Discovery Channel, 2016**
- **Post Creative Producer at [The Stage - S2, Colors Infinity](#) Sol Production Pvt. Ltd., 2016**
- **Post Creative Producer at [Splitsvilla - S9, MTV](#) Colosseum Production Pvt. Ltd., 2016**
- **Post Creative Producer at [Roadies - S10, MTV](#) Colosseum Production Pvt. Ltd. 2016**
- **Post Creative Producer at [Box Cricket League - Punjab](#) Balaji Productions, 2016**
- **Creative Producer at [Power Couple - S1, Sony](#) Colosseum Production Pvt. Ltd., 2015**
- **Associate Post Producer at [Comedy Superstar, S1, Sony](#) Pyramid Productions, 2015**
- **Assistant Post Producer at [Indias Got Talent - S6, Colors](#) Fremantle Production, 2015**
- **Public Relations and Digital Producer at [Bigg Boss - S8, Colors](#) Endamol Productions, 2014**
- **Asst. Creative Producer [Entertainment Ke Liye Kuch Bhi Karega - S6, Sony](#) Wizcraft Entertainment, 2014**

INTERNSHIPS

- **Creative Intern at [Boogie Woogie, Sony](#) R&N Productions, 2014**
- **Marketing and Creative Content Designer at [Red FM](#) Red FM, Kolkata, 2011**