

JAYANTI SARKAR

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EDUCATION

MA in Media Innovation (*Graduation - Spring 2025*)
School of Journalism, University of Reno, Nevada

Fall 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

SOFTWARE EXPERTISE

DaVinci, Premiere Pro, Final Cut Pro, Procreate, Photoshop, Canva, AfterEffects, InDesign, Affinity, Microsoft Office.

PROFESSIONAL EXPERIENCE

Senior Content Producer (Creative & Post Creative)

2018 - 2023

Partner Channels - Colours, Sony Network, MTV, Zee Network, Star Plus etc.

Mumbai - India

- 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.

Associate and Assistant Content Producer (Post Creative)

2016 - 2017, 2014 - 2015

- Assisting Episode Producer with content line up of the shoot, which helps them to fine tune the content.
- Making music cue sheet of an episode, content line up of the reality footage, helping seniors with their requirements.
- Acquainting with the workflow of handling footage, working environment, and visiting shoots.
- Worked as researcher, script assistant, making Run Orders, interviewing contestants.

RECENT PROJECTS — PUBLIC RELATIONS & MARKETING

Committee Member & Content Producer, [PRSA Silver Spike Awards 2024](#)

Oct - Nov 2024

- Conducting interviews and editing six videos to honor the achievements of the 2024 winners.
- Creating a tribute video on Guy Clifton's journey for the Lifetime Achievement Posthumous Award.

PR Assistant, [Nevada Lithium Conference, UNR](#)

Jan - May 2024

- Managing communications and follow-ups with keynote speakers to ensure smooth participation and presentation.
- Assisting with visitor logistics, including guest accommodation, their within city travel, food and registration.
- Developing detailed profiles for prominent attendees and speakers for inclusion in the event website and brochure.
- Designing event posters, banners, badges, promotional materials and conference branding using InDesign.
- Generating conference proceedings report and archiving it for future events.

PR & Social Media Content Creator, [Mumbai Indians IPL Cricket Team](#)

Mar - Jun 2023

- Creating 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.

RECENT PROJECTS — CONTENT DESIGNING & VIDEO EDITING

Research Assistant at [Where We Live \(W2L\)](#) project, UNR, in Reno, Nevada

Jan 2025 - Present

- Spearheading the social media PR, bridging UNR scientists and local communities on water management challenges.
- Developing introductory video concepts aligned with grant objectives to effectively communicate project goals.
- Overseeing full video production cycle as Producer, Director, and Editor, from pre-production to final delivery.

Research Assistant at [SNOWPACS](#) project, UNR, in Reno, Nevada

Jan-Dec 2024

- Making PR videos by going out in the field to interview local scientists, farmers and water-masters
- Incorporating views of these stakeholders in efficient farming water allocation in the western Sierra Nevada region.
- Content designing and video editing to make the video reachable and understandable for the masses.

Intern at [Cordillera International Film Festival](#), in Reno, Nevada

Summer 2024

- Working as Production Assistant for Hollywood filming, coordinating and executing shoots, gaining hands-on experience.
- Reviewing submitted films, analyzing technical elements, narrative structure and impact, to curate movies for the festival.
- Helping with smooth operation of public screening events for the film festival, to enhance attendee experience.

Member of [The Hitchcock Project for Visualizing Science](#), UNR

Jan - May 2024

- Producing video stories that highlight innovative climate solutions and environmental initiatives in the Reno area.
- Conducting interviews with local scientists, environmentalists, and community leaders to gather insights on climate action.

Documentarist in Reno, Nevada

Sep 2023 - Present

- 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.
- Some of my work are hosted in Our Town Reno.

Post Creative Producer at [Shark Tank India](#) - S2, S1, Sony Pictures

Oct 22 - Mar 23, Oct 21 - Feb 22

- Working as Episode producer for 60 stories that went in my episode (2 episodes per week, 1 hr duration each).
- Designing 20-25 min content of 200 selected pitchers for S2 and S1, by understanding their business ideas.
- Part of the floor creative meeting during live shoots, for ideating things to happen from the telecast perspective.
- Conveying the business concept of the pitcher, making it understandable for viewers, within the telecast timing.

Creative & Post Producer at [Indian Super League](#) - S1, S2, S3, Star Sports

2018, 2019, 2022

- Sports league highlighting the hidden talents in rural parts of India who made it to state and national level.
- Researching on finding players and coaches who contribute to the Indian sporting community like soccer, basketball etc.
- Interviewing around 20 personalities and made 2-min documentary films on each of them.
- Went to shoot backstories for few of them where we captured their daily work life and training process.
- Content designing of the interviewees to help their stories reach out to the audience.

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 [Filmfare](#)

2017

Floor Graphics Coordinator at [Femina Miss India](#)

2016

Post Creative Producer at [Zee Cine Awards](#)

2016

PAST PROJECTS

Post Creative Producer at [Dance India Dance Supermoms](#) - S3, Zee Network

2022

Post Creative Producer at [Dance India Dance Lil Masters](#) - S5, Zee Network

2022

Freelance Video Content Producer at [Unacademy](#) and [Byju's](#), India

2020 - 2022

Post Creative Producer at [Dance Dewaane](#) - S3, Colors TV

2021

Post Creative Producer at [SaReGaMaPa Lil Champs](#) - S3, Zee Network

2020

Studio Manager & Graphics Supervisor at [Love Aaj Kal 2](#)

Kabir Khan Productions, *2020*

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 [Nach Baliye](#) - S7, Star Plus

BBC Entertainment, *2017*

Post Creative Producer at [Om Shanti Om](#) - S1, Star Bharat

Colosceum Production Pvt. Ltd., *2017*

Post Creative Producer at [Mission Covershot](#) - S3, National Geography

Discovery Channel, *2016*

Post Creative Producer at [Splitsvilla](#) - S9, MTV

Colosceum Production Pvt. Ltd., *2016*

Post Creative Producer at [Roadies](#) - S10, MTV

Colosceum Production Pvt. Ltd. *2016*

Creative Producer at [Power Couple](#) - S1, Sony

Colosceum 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*

Creative Intern at [Boogie Woogie](#), Sony

R&N Productions, *2014*

Marketing and Creative Content Designer at [Red FM](#)

Red FM, Kolkata, *2011*