

HARISH TIWARI

CREATIVE DIRECTOR

Creative, innovative, and enthusiastic Creative Director, and Producer with over 15 years of experience in direction, content creation, promo direction, long and short-format show production, advertisement, across broadcast and digital platforms. A thorough professional, adept at balancing multiple tasks while maintaining an organized yet creative approach, and excelling under the pressure of ever demanding work environments.

PROFESSIONAL SUMMARY

Lead a team of 50 members, and was part of a vast core creative team of 100+ executives, with a phenomenal track record of employer satisfaction, completion of multiple successful high-budget projects, and a core belief of dedication and collaboration.

- Won **PROMAX** for Infinity Communication Spot, an Initiative of Network18.
- Track record of developing concepts, **devising strategies** steering **feasibility analysis**, and keeping control on project costing, timelines, schedules while delivering accomplished creatives for advertising & digital campaigns for numerous clients.
- Recognized as a **core member** of **CELL18**, **CNBC TV 18 Promo team**, **IBN Lokmat Promo team**, **Commercial Film Team**, and the **Web 18 Promo Team** and was responsible for all the **major film launch** of the brands.
- Strong project management & governance skills that have resulted in repeated success in guiding sizeable, cross-functional creative teams in the launch of TV shows, promos, and campaigns.
- **Worked closely with multiple executive producers, fiction, and non-fiction programming heads to steer clear vision for projects; experienced in shaping program launches, from beginning to completion stage and planning content strategies for future business.**
- **Execution of all stages of television show production right from scriptwriting, pre-production, talent/artist acquisition, identification, and management to post-production finished cut of each episode and final tape delivery of the entire show.**
- Innovation-focused change agent constantly reviewing, analyzing reports and trends moving across the market, and applying suitable strategies for **successful project outcomes** for digital media and advertising campaigns.
- **Stakeholder Communications:** Forged strong, lasting relationships, worked as a bridge-builder across diversified regions (marketing, finance, technical and logistics) and numerous heads (VP, Programming head, Creative Head, HOD)

CONTACT

PHONE

+91 9819707387

EMAIL

ht@harisht.com

ADDRESS

Goregaon east,
Mumbai - 400065

PORTFOLIO

www.harisht.com

EXPERTISE

Leadership
Show Runner
People Management
Operational Excellence
Creative Strategy
Content Creation
Creative Direction
Budgeting
Client Management
Art Direction
Creative Project Management

PROFESSIONAL SUMMARY

2015 - PRESENT + PLANA CONCEPT 

CO-FOUNDER

- Developing concepts for Broadcast, advertising, and digital campaigns
- Managing all aspects of programming from the formulation of the strategy, implementation to post-production
- Creating a comprehensive content strategy for increasing visibility and designing the content plan & budget
- Collaborating with Production Executives, Show Producers, and Studio Post Operations to provide strategic solutions for improving workflow and costs while retaining creative quality.
- Reviewing scripts, working with a team of writers, and suggesting necessary creative changes
- Organizing team for production, post-production of video content.
- Planning, scheduling, and budgeting for post-production
- Hiring and supervising the post-production team to ensure a superior quality output with timely delivery in accordance with broadcast tech specs.
- Co-ordinating with Broadcast technical head and graphics team
- As a creative post-producer aesthetically designing story flow, color grading, and creating a balanced audio mixing for desired video output.
- Technical Know-how of multiple camera outputs from various mixed media sources and working with them on editing platforms such as FCP, Davinci, etc.
- Ensuring all the organization's or client's visuals are consistent with the overall brand and technical brief
- Leading team, developing creative guidelines, and directing creative work, including print collateral, websites, email campaigns, television and radio advertising, and many related tasks.

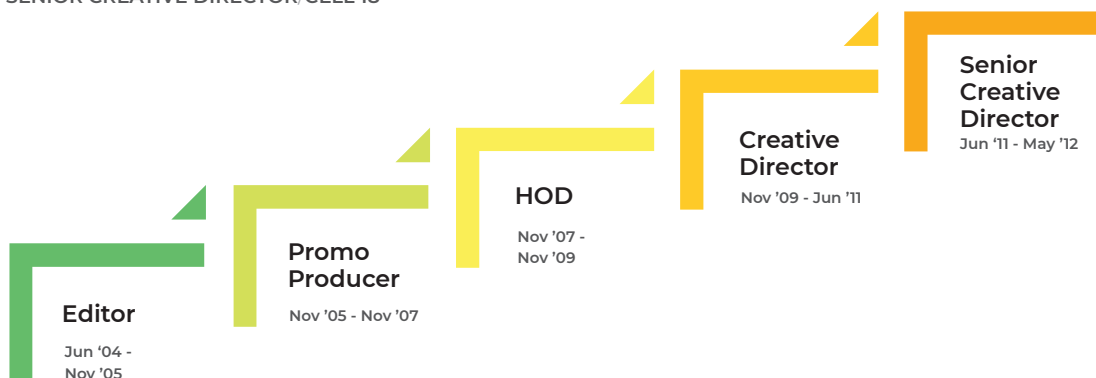
HIGHLIGHTS

Worked as a:

- Director and post-producer for digital campaign for "Naach" Disney's UTV Bindass Channel
- Producer and Creative post producer for non-fictional content for star pravah called "Mandal Bhari Ahe"
- Producer and Creative post producer for Zee channel 'Living Foodz' LF Original (Galti se mistake)
- Producer and Creative post producer for Star Pravah "Potoba Prasanna"



2004 - 2012 + NETWORK 18 
SENIOR CREATIVE DIRECTOR/CELL 18



- Managed 50 plus-member creative staff, including 3 creative directors, 3 associate creative directors, 15 editors, 25 graphics artists, and 2 online editors.
- Handled an entire gamut of post-production process including technical, video quality, story flow, graphics, text, color, audio, motion graphics and, overall packaging.
- Managed studio design team responsible for delivering more than 50 promos a month
- Monitored and reviewing all production work to ensure all goals are met and creative quality is upheld to the highest standard.
- Guiding and mentoring the assigned creative team; directed workflow and creative resources and provide creative direction & leadership
- Supervised the creative output and business development for Cell 18, the creative department of the television eighteen group companies).

- Pushed the creative bounds of traditional promotion and establish creative standards that are award-winning and support the channel/brand voice and environment
- Effectively managed multiple projects in a fast-paced, ever-changing environment
- Directed the design of campaigns across traditional and digital platforms
- Directed all creative efforts devoted to business development for the agency.
- Orchestrated mentoring and career development efforts for creative staff.
- Worked with and receive input from Editorial and Brand teams to ensure work remains in the brand voice & look
- Served with senior management team responsible for in-house agency's (cell18) fiscal and operational accountabilities.
- Supervised creative deliverables for entire network brands and for external clients
- Responsible for delivery of creative for major brands under the network
- Reviewed and provided creative feedback to the creative team of their work relative to strategic goals, concepts, and execution
- Developed Programming software (TV Programs) for major regional broadcasters

HIGHLIGHTS

Played a key role in successfully launching Brand Films & Campaign for:

- o CNBC TV18
- o Infomedia
- o Forbes (First ever commercial for Forbes brand)
- o IBN Lokmat
- o Bookmyshow
- o In.com Bangalore Cyclothone Film
- o Karnataka Tourism (Creative Direction)



Merit of heading some of the most famous TV Shows (As Executive Producer and Creative Director)

- o Aflatoon" final event for ETV Marathi
- o Aflatoon" for ETV Marathi
- o "Bhandha Sauvkhbhare" for Star pravah.
- o "Perfect Bachelor" for ETV Marathi.
- o "Ya Walnawar" for ETV Marathi.
- o "DNA" for ETV Marathi. (First ever internationally adapted show for regional channel)



Steered efforts in directing AV's:

- o Armenteros Cigar Film for ITC
- o Network 18 Infinity Film (Won Promox Award)



Brand commercials DIRECTED

- o CNBC
- o IBN Lokmat Launch Campaign
- o Pepsi Contest Film
- o ITC ARMENTORAS CIGAR
- o FORBES INDIA (FIRST EVER COMMERCIAL IN THE HISTORY OF FORBES)
- o BOOK MY SHOW
- o INFOMEDIA YELLOW PAGES
- o IN.COM LAUNCH



2002 - 2003 **+ GALAXY MULTIMEDIA PVT. LTD.**
SENIOR EDITOR

2000 - 2001 **+ AIMS TELEVISION PVT. LTD.**
EDITOR

1998 - 2000 **+ KAY COMMUNICATION**
EDITOR

1998 - 1998 **+ RAMESH SIPPY**
ASSISTANT EDITOR

FREELANCE PROJECTS

DIRECTOR

- JIO Launch Film for IIT Powai festival
- JSW - Corporate AV
- BHARATI AXA - Corporate AV
- MIRCHI KAAAN AWARD TVC
- Imperial Blue Colors Holi Spot
- SOFIT AD FILM (Associate Director)
- SBI BANK AD FILM #DeshkaFan (Associate Director)



EDUCATION

- | | |
|------|---|
| 2019 | + CERTIFICATE COURSE ON DIGITAL MARKETING
IDEMI-MSME |
| 2019 | + CERTIFICATION IN DRONE TECHNOLOGY
INDIAN ACADEMY OF DRONES |
| 2013 | + DIPLOMA IN FILM MAKING NYFA
NEW YORK FILM ACADEMY |
| 1998 | + DIPLOMA IN NONLINEAR EDITING
XAVIER INSTITUTE OF COMMUNICATIONS (XIC), MUMBAI |
| 1998 | + B.COM/COMMERCE
J M PATEL COLLEGE OF COMMERCE MUMBAI |