



RESUME

RIYA KALA

CREATIVE PRODUCER

JOB EXPERIENCE

CREATIVE PRODUCER FREELANCE

Jun 2021
/ Present

- Orchestrating comprehensive creative production services for 20+ diverse brands in the fields of apparel, jewellery, home decor, and more.
- Crafting compelling drafts, content pitches, and proposals for distinctive branded content, music videos, and digital ads.
- Spearheading and collaborating with multiple cross-functional teams to conceptualise, develop, and deliver exceptional media content of the utmost quality, resulting in 100% client satisfaction every time.

AR FILTER DEVELOPER FREELANCE

Jun 2021
/ Present

- Proficiently utilize industry-leading software including Photoshop, Illustrator, After Effects, and Spark AR, demonstrating comprehensive expertise in creating 20+ captivating augmented reality filters.
- Successfully conceptualised, designed and implemented custom filters for prominent OTT platforms, resulting in a 25% increase in user engagement as compared to previous filters for various shows and movies.
- Developed highly targeted filters for brands, artists and bands like Kayan with more than 60% of their respective audiences actively engaging with the immersive augmented reality experiences.

CREATIVE PRODUCER BY THE GRAM (BTG)

Nov 2019
/ Apr 2021

- Led the production of impactful campaigns, behind-the-scenes films, and informercials for globally recognised brands such as Netflix, Dharma Movies, Satya Paul, Kunal Rawal, Nykaa and 30+ more.
- Oversaw all aspects of production, from initial ideation to post-production, while also creating compelling decks and presentations for clients. Managed the end-to-end production process of high-quality content, ensuring adherence to quality standards, budgetary guidelines, and timely delivery 98% of the time.
- Acted as a key liaison between clients, internal departments, and external vendors, fostering effective communication and collaboration.

ABOUT ME

EXPERIENCED CREATIVE PRODUCER, WITH A SIDE OF AR FILTER DEVELOPMENT AND BADASS DESIGN. PROVEN SUCCESS IN LEADING IMPACTFUL CAMPAIGNS FOR GLOBAL GIANTS. DRIVEN BY A VISION TO CREATE STUNNING EXPERIENCES WHILE SPECIALISING IN CRAFTING TAILORED CONTENT, SEAMLESS PRODUCTION MANAGEMENT, AND DYNAMIC COLLABORATION.

CONSIDER ME YOUR CREATIVE SWISS KNIFE. FROM MIND-BENDING IDEAS TO PITCH-PERFECT DECKS, CLIENT CARE WIZARDY, TROUBLESHOOT MASTERY AND VISIONARY PLANNING.

EDUCATION

DIPLOMA OF MEDIA, JOURNALISM & MASS COMM. 2020
University of Technology

BACHELORS OF COMMERCE 2016
Jai Hind College / 2019

SENIOR SECONDARY, COMMERCE 2004
M.G.D Girls' School / 2016

AR FILTER DEVELOPMENT

DESIGN CONCEPTULISATION

ART DIRECTION

CLIENT SERVICING

CREATIVE PRODUCTION

RIYA

KALA

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PROFESSIONAL SKILLS

- PRESENTATION AND DECK CREATION
- PRODUCTION COORDINATION AND OVERSIGHT
- CROSS-FUNCTIONAL COLLABORATION
- BRANDED CONTENT DEVELOPMENT
- CLIENT RELATION MANAGEMENT
- END-TO-END PRODUCTION

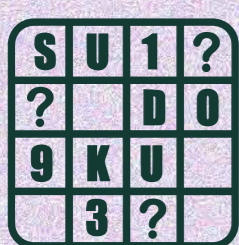
TECHNICAL SKILLS



PERSONAL SKILLS

- CREATIVITY AND INNOVATION
- TIME MANAGEMENT AND PRIORITISATION
- STRONG COMMUNICATION SKILLS
- LEADERSHIP AND INITIATIVE
- ORGANISATIONAL SKILLS
- ATTENTION TO DETAIL
- PROBLEM-SOLVING AND DECISION-MAKING

INTERESTS



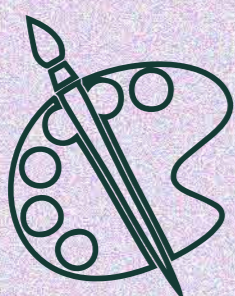
Sudoku Aficionado



Lifelong Dancer



Hip-Hop Head



Art Junky



Dog Sitter (for friends)

JOB EXPERIENCE

(CONTINUED)

COMMUNICATION & PR INTERN VIACOM 18 (VIACOM MOTION PICTURES)

Feb 2019
/ Jun 2019

- Developed and distributed compelling Medianets, articles, and press releases to effectively communicate key messages and generate media coverage.
- Contributed creative ideas and participated in the ideation of communication campaigns for films such as RAW, Munto, and Pet Semetary, ensuring impactful promotional strategies.
- Successfully scheduled, coordinated, and participated in screenings and PR interviews and backend support for the company's PR strategy.

MARKETING INTERN HOMEGROWN

Dec 2018
/ Feb 2019

- Conducted extensive research for both digital and on-ground activations, ensuring effective campaign strategies.
- Developed and presented engaging decks to attract sponsors and musicians for the Mumbai Music Festival, resulting in successful collaborations.
- Provided valuable guidance and recommendations to the organisation, enabling them to surpass competitors and achieve exceptional performance.

DIGITAL INTERN VOGUE INDIA, CONDE NAST

Aug 2018
/ Nov 2018

- Crafted engaging and targeted content for Vogue.in, effectively capturing the brand's voice and engaging the online audience.
- Showcased graphic design skills by creating visually appealing visuals for articles featured on the Vogue website, enhancing the overall user experience and visual appeal.
- Demonstrated proficiency in managing and scheduling Vogue's social media accounts, ensuring consistent and timely updates to maximise audience reach and engagement.

PARTNERSHIP & COMMUNICATION LEAD THE CURATOR MAG

Feb 2018
/ May 2018

- Proactively nurtured valuable relationships with essential external partners, fostering strong collaborations and contributing to the growth and success of the organization.
- Demonstrated graphic design expertise by creating visually appealing social media posts and stories, effectively capturing the brand's essence and engaging the target audience.
- Orchestrated highly successful Curator Music Sessions, featuring renowned artists Ritviz and Gurbax, resulting in memorable experiences for attendees and increased brand visibility.

CAMPAIGN & DATABASE MANAGEMENT RADHIKA DHAWAN CONSULTANCY (RDC)

Mar 2017
/ Aug 2017

- Played a pivotal role in consolidating information from various sources, optimising data accuracy and accessibility, enabling the team to make informed decisions and achieve project goals effectively.
- Utilised strong graphic design abilities to create visually captivating and compelling graphics for daily social media marketing campaigns, effectively enhancing brand visibility and engagement.