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Executive Summary			
Digital Publishing Highlights		TV/Radio Highlights	
<ul style="list-style-type: none"> Started Digital Publishing 2003 Launched India's First A/V Enriched Portal Launched India's First Free PR Portal Launched India's First Free Hosting Site Publishing over 7+ Webzines 		<ul style="list-style-type: none"> 5 Documentary Series (40+Eps.) 10+ Documentary/Corporate Films 20+ TV Channel Promotional Films 100+ Studio Shoots & Live Telecast 2 Educational Radio Series (26 Eps.) 	
Digital Media Expertise		Event Participation	
<ul style="list-style-type: none"> 15 Years Online Marketing Experience Interactive A/V Programming Expertise Published Digital Marketing Roadmap Keynotes on e-Marketing & Digital Future Press Release Distribution Expertise Lectured on New Media & Revenue Models 		<ul style="list-style-type: none"> Broadcast India Fair, Delhi (Media Partner, Stall) IPTV World Forum, London (Media Partner) IPTV World Forum, Dubai (Media Partner) IIT EDC Summit, Delhi (Media Partner, Stall) RIDEA, Nagpur (Juror, Speaker) MAN Impact Accelerator, Mumbai (Mentor) 	
Key Skills		Software Knowledge	
<ul style="list-style-type: none"> TV Programming Interactive Digital Programming Digital Content Strategy & Marketing Non-Linear Editing (Avid/DaVinci Resolve) Cinematography Social Media Marketing Web Analytics SEO/SEM Expertise 		<ul style="list-style-type: none"> Blogger Wordpress CMS Joomla CMS PHP Nuke Drupal CMS OpenX Adserver Salesforce CRM Bitrx24 CRM 	<ul style="list-style-type: none"> DaVinci Resolve Media Composer Lightworks Vegas Pro Fusion ProTools FL Studio Melodine
Social Media Platform Knowledge		Digital Marketing Tools Knowledge	
<ul style="list-style-type: none"> Facebook Google+ Linkedin 	<ul style="list-style-type: none"> Flickr Pinterest Instagram 	<ul style="list-style-type: none"> Tweet Deck Tweepie DrumUp 	<ul style="list-style-type: none"> IFTTT Hootsuite Buffer
Honours & Recognition			
<ul style="list-style-type: none"> Mentor - MAN Impact Accelerator (2018): Mentored two start-ups from Switzerland and India and guided some other international start-ups on how they can leverage the power of Digital Media in their favour. Event sponsored by Volkswagen. Recipient of REX Karmaveer Bronze Chakra (2016): The prestigious REX Karmaveer Chakra is an honour and recognition program instituted by iCONGO and UN. Juror & Keynote Speaker RIDEA (2016): R-Idea is a national level competition for Graduates of Business Schools and Technology Institutions. My Keynote was on Digital India – A Vision. Top 50 Thinkers in India (2014): I was nominated to the list of Top 50 Thinkers in India. This initiative is sponsored by MTC Global a consortium of Management Teachers. Juror, Digital Emmy Awards (2009-2011): I have been a part of the Final Round Jury for the International Digital Emmy Awards (Cannes) in the Non-Fiction Digital Programming Category. 			

Independent Digital Media Publications	
Flicks: www.Flicks.ML	Amazing Documentaries: www.Documentaries.ML
It's an effort to bring all Cinema masterpieces under one roof. We are doing this so that these works don't get forgotten by future generations and are easily accessible online.	We feature award winning documentaries from across the world in this website. This site is thronged by documentary lovers from across the world.
Exotic Music: www.ExoticMusic.ORG	Dark Tales: www.DarkTales.ML
It features exotic music from the World & Contemporary Folk/Ethnic Music scene. An Android & iPhone Mobile Application for this site is also available.	This M&E website is for Horror Movie lovers to get their Goosebumps in place. Features hand picked class horror films from across the world.
Filmist: www.Filmist.ML	Eastern Divas: www.EasternDivas.Com
This is a minimalist film review site showcasing world cinema. We cover both Past Greats and Present Greats.	Mission of this project is to bring hidden musical gems from eastern and north-eastern parts of India to the forefront.
Asian Movies: www.AsianMovies.ML	Anime Nation: www.AnimeNation.ML
The sole purpose of this project is to promote Asian Films. You can view Trailers and read Reviews. An Android and iPhone Mobile Application for this site is also available.	This site showcases the best of the Anime Features and Series from Japanese Manga to American cartoon series. Well made Indian series are also featured.
Blogger: www.AdityaBasu.com	Dunia: www.Dunia.co
This is a leading blog covering international issues of importance. Each story published has over 400 reads.	This is an alternative to Google to do your research on the internet using vertical site searches. Project is aimed at researchers and journalists. Dunia s also an Android Browser.
Discuss Futbol: www.Discuss.Futbol	World Cup Phutbol: www.Phutbol.Com
This is a Online Discussion Board for worldwide Football Enthusiasts on various topics related to Football	This is a site for Football enthusiasts who want to track the history and glories of World Cup Football right from start.
XTVWorld:	PRESSBooth:
It was an infotainment site focusing on Media and Technology and had over 60,000 visitors per month. This site ran for ten years (2003-2012) before it was taken down.	It was a popular Free Press Release Distribution site with over 25,000 published press releases. We have published close to 20-30 PRs per day (2007-2012).
A/V Show Reel	
Selected A/V Works: http://www.YouTube.Com/MediakraftGlobal Editing & Colouring: https://goo.gl/dG5RMT Compositing Works & Tutorials: https://goo.gl/Y3tsy2 Cinematography Works: https://goo.gl/6ktFyG Corporate Film Clips: https://goo.gl/rzNKvF Documentary Film Clips: https://goo.gl/ed1XKs Channel Promos: https://goo.gl/4yvtGt	
Present Work	
Digital Media Producer & Content Strategist Mumbai, Maharashtra <p>I Direct, Shoot and Edit films for Corporate/Govt. clients. I also lecture at Colleges/Institutes on Film & TV Production & Post Production. I also help the Colleges and Institutes to embrace Distance Learning by Producing Interactive Film & TV Course Materials. I Have produced over 500 hours of Video Editing Tutorial (DaVinci Resolve, Media Composer, Vegas Pro, Lightworks, Pro Tools, FL Studio) Content for EduCBA, for their leading online platform. The courses have over 50,000 active learners. I am presently also consulting a Bollywood Production House for production of couple of low budget web series for YouTube and strategizing how to run and market their you tube channel. Other than this I am also developing concept of a 52 episodes web series which is a political thriller.</p>	

Past Experience			
Organisation	Designation	Duration	Location
Mediakraft	<i>Director/Creative Head</i>	<i>Aug, 2003 – Feb, 2015</i>	<i>New Delhi</i>
Directed/Produced Corporate Films & Documentary Films. Radio Shows. Digital Videos. Launched News & PR Websites			
Sahara India Television	<i>Associate Producer, News & Current Affairs</i>	<i>Apr, 2003 – Jul, 2003</i>	<i>New Delhi</i>
Department Head: Promotional Films. Channel Promotion, Special Features Promotion, Special Show Promotion			
Eenadu Television	<i>Associate Producer, ETV News</i>	<i>Dec, 2000 – Apr, 2003</i>	<i>New Delhi</i>
Output In-Charge, New Delhi Bureau. Producer, Live Studio Shows & TV News Magazines & Documentary Films			
Tara Channel	<i>Associate Producer, Central News Bureau</i>	<i>Apr, 2000 – Nov, 2000</i>	<i>New Delhi</i>
Overall responsibilities for TV News Magazines, Studio Shows and Current Affairs Programmes			
Zee News Network	<i>Assistant Producer</i>	<i>Nov, 1999 – Mar, 2000</i>	<i>New Delhi</i>
Filing of stories, story research, looking after the packaging of special stories, documentaries, voice over etc.			
Academic Qualification			
Bachelor of Commerce: (Calcutta University) South City College			
Professional Qualification			
<ul style="list-style-type: none"> • Film Direction: (NIFFA, Calcutta)* - Diploma • Celluloid Editing: (NIFFA, Calcutta)* - Diploma • Video Editing: (NIFFA, Calcutta)* - Certificate • Digital Branding and Engagement: (Curtin, Australia)** - Certificate (Pursuing) • Marketing Management: (IIM, Bangalore)** - Certificate (Pursuing) • Strategic Management: (IIM, Bangalore)** - Certificate (Pursuing) • People Management: (IIM, Bangalore)** - Certificate (Pursuing) 			
* National Institute of Film & Fine Arts ** Distance Learning			
Languages			
<ul style="list-style-type: none"> • English: Read, Write, Speak • Bengali: Read, Write, Speak • Hindi: Read, Speak 			

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