**SHADAB AHMAD**

156B/22D, SHAMS NAGAR,SADIYAPUR,KARELABAGH

Allahabad-211016

Mob: 09936516768

Email : sumbul.shadab@gmail.com

**Highly Experienced Programming Coordinator with exposure to holistic understanding of present days Radio Broadcast Business and its challenges**

**At A Glance**

**7 years** experience with Broadcasting industry along with requisite professional excellence.recently worked as **Radio jockey** With **superhits 93.5 red fm**.Acquired the professional essentials through **Masters** in **Mass Communication** .

Always recognized for being punctual and dedicated to the task assigned,have delivered results and made the show run even when given with most inappropriate work conditions and technical inadequacies.

**Key Expertise Indicators**

|  |  |  |
| --- | --- | --- |
| * *Radio Jockey* | * *Script Writing* | * *Music Scheduling* |
| * *Interviewer* | * *Programming* | * *Team Manager* |
| * *Market Research* | * *Event Planning* | * *Brand Promotion* |

**Professional Journey** Total Experience: **7 years**

Recently worked with **superhits 93.5 red fm** as **Radio Jockey for evening prime time Show (U-TURN))** .

**Handling ideation & event activation for Allahabad .**

**Key Responsibilities:**

* Designing monthly/quarterly festival/special calendar for constantly creating on air buzz and Diaspora connect along with ensuring necessary on air content/ promotion and liaison with marketing.
* Identifying new areas within on air programming and beyond to create advantage over competition and to bring on non radio listeners.
* Supporting sales function and providing creative solutions for maximizing revenue potential of the station.
* Driving additional listener connect functions along with designated heads in a planned strategic manner.
* Continuously monitoring & improvising all the details about the shows and on air content.
* Creating activities for the clients in coordination with sales and in context of programming.
* Managing the music going on air.
* Designing the music programmer specially targeting the required preference of listeners of the station.
* Designing the promos for all the shows, and also creating commercials for sales.
* Planning and executing meetings of programming department with other departments such as sales to programming.
* Inviting Celebs. To the station and designing shows with them.
* Planning all the outdoor activities in the shows.

**Job Role at RED FM:**

* Producing Morning/Evening Drive time show from November 2011 to june 2013
* Heading Production **(Making Ad`s etc.)**
* Handling Creative .
* Proofreading of scripts

**Experience in other Media**

Duration AUG 2005 – JAN 2007   
 Organisation ALL INDIA RADIO  
 Designation RADIO PRESENTER   
 Programmes YUVAVANI and YUVADHADKAN

Duration JAN 2007 – DEC 2009  
 Organisation 93.5 RED FM  
 Designation RADIO JOCKEY  
 Programmes MORNING and EVENING DRIVE SHOW

Duration SEP 2010 – NOV 2011

Organisation 92.7 BIG FM

Designation RADIO JOCKEY

Programmes MORNING DRIVE SHOW

Duration NOV 2011 \_ JULY 2013

Organisation 93.5 RED FM

Designation RADIO JOCKEY

Programmes MORNING and EVENING DRIVE SHOW

**Involved mainly in ideation for sales team so as to generate the business for the station.**

* Worked with **93.5 Red Fm from ( 2007 – 2010) as radio jockey doing breakfast show.**
* Made **On Air Personas like PAPPU ALLAHABADI and KAVI KHAWMAKHAH**.

**USP:**   
  
I am a quick learner I am creative I can give concepts which will be pioneer in Radio Industry I believe in starting everything first and let the competition follow .

**Technical Knowledge**

Worked on VEGAS, POWER GOLD , worked on NEXGEN, AUDIO VAULT AND AXIA Console Operations . 

**Academics**

**Masters** in **Mass Communication and journalism** from Sikkim Manipal University **UniverSity .**

Bachelor of **Science** from University of Allahabad .

**Hobbies** – Still listening to Radio

**Personal Information**  ***SHADAB AHMAD***

**Permanent Address:** Shams nagar,

karelabagh Allahabad

U.P.

**Born**: 15th August 1981

Current CTC - 3.10 Lpa

Expected-Negotiable