**DHRUBA JYOTI SAIKIA**

dhruba.j.saikia@gmail.com

**+91 9508541182**

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**CAREER GOAL:** ***To be where I want to be—a place that recognises my skills, gives me enough opportunity to grow career-wise, and of course, offers a deserving monetary compensation to sweeten the deal.***

**SKILLS HARNESSED DURING A CAREER SPANNING OVER SEVEN YEARS:**

#**Creative Content And Programme Producer:** Skilled in developing creative programmes and design concepts for a diverse field, including but not limited to commercial spots, promos, etc, and content generation for online/offline advertising, posters, press release, radio programmes, etc.

#**A Sound Sound Engineer:** Possess excellent audio editing skills, choosing SFXs, sound designing, mixing and mastering; proficient in voice over, a singer and a song composer.

#**An Impromptu Artist:** Has the ability to quickly create witty and funny punch lines, rhyming poems/jingles in English, Hindi or Assamese.

**#A Master Planner:** Outstanding skills in planning or formulating sales projects for different areas, including corporate social responsibility (CSR), any promotional plans, such as product launches, for on-ground or on-air, or show-based integration programmes.

**#Social Media Strategist:** Managed company accounts on social media platforms such as Facebook and Twitter for brand building and online event management.

**#Project Handler And Team Builder:** Managed multiple projects from conception to completion, built teams, established creative direction for on-ground, online services and programmes.

**#Excellent Collaborator:** Being a people person, I am good at creating collaboration among deferent teams and stakeholders to develop concepts and present to management.

#**A Thoughtful Mind:** Possess the insight of seeing things from a different perspective. A natural photographer and film maker. Accredited as an imaginative creator in Basudha Film Festival 2013, for Cleaner Bin (Animation Film category).

#**The Sales Syndrome:** The need of business is well understood and carried in various times during the course of jobs I have been titled. Tougher ones being the ideas and concepts where imaginations were presented with toppings every client desired.

**PROFESSIONAL EXPERIENCES IN A NUTSHELL**

***►Freelancing for various projects in Localization, Advt. Scripting, Concept Selling, since April 2015***

***►From 1 August 2013–31 March 2015***

**Creative and Event Head with E-Consortium Private Limited, Guwahati, Assam**

*Responsibilities-*

* + Leading creative sessions for project kick-offs
  + Manage multiple projects from concept to completion
  + Content generation for poster, online/offline advertising, press release, etc
  + Develop creative programmes and design concepts that meet the business objectives of the organisation and enhance brand strategy
  + Establish creative direction for the entire line of online services and programmes
  + Supervise and inspire the creative team of vendor partners; generate multiple concepts for a campaign or project
  + Coordinate with in-house teams to develop concepts and to present to management
  + Manage team members.
  + Create social media strategies and perform online event management

*Major projects handled (concepts and execution)-*

* + Organised first ever concept fair on the occasion of New Year 2014 in Guwahati, Assam, where all the departments of fortune (Astrology, Vastu, Numerology, Palmistry, Tarot and Gemmology) united under one roof.
  + Organised Edu-Station 2014, a one of a kind Education Fair in North East India. It was a concept to highlight only the colleges/institutes from Bangalore, the hub of quality education.
  + Organised NE Buddy Can Sing, the first of its kind online talent hunt (Fun and Earn through Facebook), the NE Buddy Can Sing (Season 1), was a concept that is said to be more appealing than any other television reality shows.

***►From 1 October 2008–31 July 2013***

**Sound Engineer Cum Client Solutions Executive With RED FM, Guwahati, Assam**

*Responsibilities (as per KRA-KPA)*-

* + Was in charge of programming and creative sales support, which includes designing, producing and packaging products for clients. Specialised in musical theme making and innovative sound designing.
  + Responsible for designing and scripting advertisements and jingles for product promotion.
  + Was tasked as the Facebook manager, where I promoted all on-air and on ground activities, making the page more attractive with visual presentations, videos, photographs and other posters.

*Initiatives beyond KPAs-*

* + Credited with designing and executing two first-ever reality shows for radio.
  + Have been an integral part of the regional planning discussions; provided various ideas and plans when and as required.
  + Designed various show elements, themes and characters, taking care of ideation, scripting and production.
  + Conducted on-ground broadcastings when required, conducted four special celebrity interviews (Hariharan, Ustaad Ghulam Ali, Reema Kagti and Zoya Akhtar).
  + Produced a variety of show elements and designed special show themes.
  + Prepared scripts for special programmes and interviews as well as directing the shows.

**AWARDS AND RECOGNITIONS**

* + Awarded with Bajaate Raho Award (November 2011)
  + Awarded with Bajaate Raho Award (October 2012)
  + Awarded for participation in Basudha Film Festival 2013 (Animation Film Category). Also, the short film approved by District Disaster Management Authority, Kamrup, in their Clean City Drive Campaign.

***►From 1 July 2005–31st August 2008***

**Executive Sales and Business Development, Rivera International, Mumbai**

*Responsibilities-*

* + Creating new business and generating sales of Professional & Home Audio Equipments
  + Creating Database of the prospective clients (DJ's) for Pioneer DJ Gears.
  + Demonstration and Sales of PA Systems in star category hotels.
  + Live Sound, Professional Audio and Home Audio Systems.
  + Participation in various Light-Sound exhibitions.

**TECHNICAL SKILLS**

*Proficient with these technical tools-*

* + **DAW** (Digital Audio Workstation)
  + **Logic Pro:** Record, mix, sequencing of MIDI and editing
  + **Nuendo:** Audio-video synchronisation and mastering; record, edit, mix of audio as well as sequencing of MIDI.
  + **Reason:** Synthesis, sampling techniques and hardcore sequencing in MIDI.
  + **Pro tools:** Comfortable with the operations in Pro tools
  + Fundamental knowledge of video editing using software like Adobe Premiere, Serif, Movie Plus, X6, etc

**PROFESSIONAL QUALIFICATIONS**

* + Diploma in Audio Engineering from SAE, Mumbai, certified by SAE, Australia
  + Diploma in CD DJing from Spin Gurus DJ Academy, Delhi
  + Junior Diploma in Indian Classical Music from Prayag Sangeet Samitee, Allahabad

**ACADEMIC QUALIFICATIONS**

* + Bachelors in Mass Communication from Krishna Kanta Handique State Open University, Assam
  + 12th from AHSEC, Assam, with 70%
  + 10th from SEBA, Assam, with 69%

**INTERESTS**

* + Writing short stories, poems and drama, blogging
  + Web designing
  + Music and photography
  + Travelling

**PERSONAL INFORMATION**

Father’s Name: Babul Saikia

Date of Birth: 1 March 1983

Nationality: Indian

**CONTACT DETAILS**

E-mail: dhruba.j.saikia@gmail.com

Mobile: +9195085 41182

Skype id: dhruba.j.saikia

Blog: www.dhrubajsaikia.wordpress.com

**Address:** House No: 295, Opp. Narangi Petrol Pump, Narangi Tiniali,

Assam 781026