

HARSH GILL

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Media Strategist (TV & Digital) with experience that spans launch, growth, turnaround, and management of multiple national and regional subscription-based tv channels latterly accounting for >40% of Direct-to-Home revenue for a leading Indian content creation and distribution company. Brings a background in Client Services, Brand Marketing and Content Creation (films, tv & commercials). Recently completed an MBA in the UK and seeking a next step move within a global business.

KEY ACHIEVEMENTS TO DATE

- Took Tata Sky Classic Cinema channel to position as India's No. 1 subscription-based TV channel in 2020 from launch in 2017.
 - Grew total revenue managed to 44% of Shemaroo Entertainment Direct-to-Home division's total revenue over 5 years.
 - Drove a near doubling in primary US-based subscriber base for Shemaroo's flagship app.
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EDUCATION

- **MBA**, University of Surrey, UK, [Sep 21 - Sep 22](#)
 - **Bachelor of Commerce**, University of Mumbai, India, [Jun 03 - Jun 06](#)
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PROFESSIONAL EXPERIENCE

Channel Strategy Manager, Shemaroo Entertainment Ltd, India, [May 17 - Jun 21](#)

Promoted and progressively grew my remit within the Direct-to-Home (DTH) division to manage multiple subscription-based TV channels, reporting directly to the Head of DTH.

Channel Strategy

- Managed 12 subscription-based TV channels across three genres - Classic Bollywood (which became the no. 1 revenue generator of the DTH business) and regional Indian-language channels (eg Gujarati, Bhojpuri and Marathi), all of which were distributed on all four of the major DTH (set-top TV) providers in India - Tata Sky (no. 1 in India); Dish TV, D2H, and Airtel Digital TV.
- Launched 10 subscription-based TV channels over 4 years & supporting on launch of other channels led by my DTH colleagues.
- Drove (for my channels) all aspects of content strategy and planning - from identifying suitable programming for acquisition to creating a 24-hour programming schedule based on themed slots (eg comedy, romance, family etc); to analysing popularity of content (including by popularity of actors, genres, period etc), to creating new TV shows, eg fast-traction-gaining new chat show.
- Led consumer, competitor and programming research, using analysis on subscriber base, Promo runs, BARC data etc. to inform content strategy and major/minor programming amends.

Subscriber Growth

- Grew the subscriber base to the Tata Sky Classic Cinema Channel, to >400,000 by June 2021 from launch in **June** 2017, becoming India's number 1 subscription-based channel across all genres, and the total revenue across all 12 channels I managed to 44% of total DTH revenue.
- Oversaw content curation of the *Classic Bollywood* genre on the *ShemarooMe* app, the company's flagship app and digital platform, growing its primary audience in the US from 56k to 100k+ subscribers within 6 months.
- Acted as product head on a regional app, tasked with increasing paid subscribers - for which I led an app re-design and new content strategy, which took subscriber numbers from 7k to 100k within 16 months, despite being unable to speak or understand the particular regional language.

Partner & Stakeholder Engagement

- Supported the Head of DTH in negotiations with each platform and fronted the post-negotiations day-to-day engagement with all 4 platform partners, navigating their often-competing content acquisition, programming and marketing demands.
- Collaborated with multiple departments including Marketing, Social Media, Content Creation, briefing them on requirements for promotional content; also worked with the Revenue team on subscriber tracking to identify trends underlying upticks and downturns, and generate solutions eg new offers/bundles.

Team Leadership

- Managed a team of five content operations staff from content acquisition to client (DTH operator) delivery.
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Assistant Channel Manager, Shemaroo Entertainment Ltd, India, Nov 16 - May 17

Joined the Direct-to-Home (DTH) division of this multi-genre media and broadcasting business on an initial trial to turn to profit a small but still loss-making regional channel, which I did within three months.

- Sourced market, subscriber and programming data to identify and benchmark issues underlying channel under-performance.
- Devised a new programming plan based on a change of scheduling to reflect the subscriber demographic.
- Within three months grew the subscriber base from 8k to 46k, taking the channel into positive revenue territory.

Director's Assistant & Script Supervisor, Deepak Tijori Films, India, Oct 14 - Mar 16

Drawn back to the creative side by my former boss and Fox film Director for the Bollywood film 'Do Lafzon Ki Kahani'.

- Worked closely with the Director from pre-production to final film, serving mainly as a link between the direction teams and on-set and off-set production teams/functions.
- Supervised script continuity during principal photography and the post-production of the film.
- Engaged ongoing with the film's producers, reporting regularly on expenditure ongoing.
- Managed all aspects of the administrative support side for the Director, including daily scheduling, work assignments, music sittings, updating and executing list of 'director's decisions.

Marketing Manager, Marketainment, India, Jul 12 - Sep 14

Marketainment was a start-up agency offering innovative marketing solutions with a focus on in-film placement, merchandising, campaign development and brand promotions for all endorsement and communication needs.

- Conceptualised, managed and executed in-film branding of products for hindi and regional movies.
- Devised and delivered regular pitches to prospective clients on upcoming movies and in-film placement opportunities.
- Part of a team to handle PR for client brands eg competitions, launch events, merchandising, campaigns, endorsements.
- Responsible for client and vendor management during campaigns and events.
- Projects included a marketing campaign for *Collectabilia*, an online platform for sports fans to buy celebrity-signed memorabilia; and in-film brand tie-ups for Bollywood movies.

Freelance Producer, Assistant Director, Advertising Commercials + Music TV, India Oct 09 - Jun 12

On completion of the two Zee feature films, I went freelance to build and broaden my experience and expertise of content creation both from a direction and production standpoint.

- Assistant Director for agency/studio-commissioned commercials - liaised with the client on the brief, shortlisted/auditioned actors; and supported the director during the shoot.
- Part of the team that launched music channel MTunes HD, India's first high-definition Bollywood music channel.
- Creative Producer for two MTunes shows - 'MBox' (continuous streaming music) and 'Star Special' (short 'interview with' clips with actors on their favourite songs).

Marketing Executive, Zee Entertainment Enterprises Ltd, India, Apr 08 - Dec 08

Assistant Director, 'Fox' hindi feature film, Dec 08 - Sep 09

Headquartered in Mumbai, media conglomerate Zee operates 45 channels worldwide.

- Initially worked on digital marketing and promotional activity for two Bollywood films - 'Gulaal' and 'Fox' managing social media set-up and activity plus website content for both movies, delivering online campaigns, competitions and 'exclusives' eg behind-the-scenes footage for both.
- Part of marketing team to identify and coordinate in-film placement opportunities for sponsors' brands.
- Latterly appointed Assistant Director by Fox film Director with responsibility for script - mainly continuity/adherence.

ADDITIONAL INFORMATION

- **Previous Experience:** former television actor and male model.
 - **UK work permit:** eligible to work in UK for 2 years full-time under post-study work visa on completion of MBA.
 - **References:** available on request.
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