

Rupam Shah

196 Northborough Road, Slough SL2 1TA

+44-7587662899 | rupamsha@gmail.com | [LinkedIn: linkedin.com/in/rupam-shah-1b115352](https://www.linkedin.com/in/rupam-shah-1b115352)

Professional Summary

A seasoned media professional with extensive expertise in content strategy, creative storytelling, and branded content campaigns across film, digital, and social platforms. Known for seamlessly blending creative vision with business objectives, I have driven impactful campaigns and brand integrations tailored to diverse audiences, including international markets. Adept at fostering partnerships, managing cross-functional teams, and delivering engaging, audience-focused content, I thrive on creating compelling narratives that resonate globally.

Professional Experience

Q TV (Qyou Media): Assistant Vice President

January 2022 – November 2024

- Led creative direction and execution for **Q Originals**, managing content adaptation and promotional strategies in collaboration with leading digital creators.
 - Spearheaded a collaboration with a **gaming app** to target rural audiences, driving app downloads via an interactive contest linked to TV content. Developed a simplified workflow for audience participation, including contest questions tied to top shows, ensuring a seamless TV-to-digital transition.
 - Pioneered a cross-platform strategy that adapted **digital-native content for traditional TV**, enhancing brand relevance and widening reach.
 - Identified partnership opportunities with social media influencers, curating collaborations to expand viewership and solidify brand identity.
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Ishara (IN10 Media): Consultant - Fiction

July 2021 – January 2022

- Spearheaded content and programming strategy for the channel relaunch, incorporating **hybrid content** with animation and user-generated elements to attract younger demographics.
 - Collaborated with design and production teams to create cohesive promotional campaigns and maintain channel aesthetics.
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Star Plus: Associate Deputy Editor - Fiction

July 2018 – March 2020

- Drove creative strategy for popular shows, aligning content with the channel's values and audience expectations.
- Partnered with marketing teams on **integrated brand collaborations**, including a standout project with **TATA Cliq**. Developed a clothing and accessories line inspired by show costumes, successfully blending brand goals with audience engagement.
- Managed end-to-end concept development for fiction shows, ensuring adherence to high editorial standards.

Star Utsav: Associate Executive Producer - Fiction

November 2013 – July 2018

- Crafted original fiction programming pipelines, focusing on culturally resonant content tailored for rural and regional audiences.
 - Directed the creation of **branded integrations** that complemented narratives, enhancing both viewer engagement and sponsor satisfaction.
 - Produced **short-form videos** that were creatively and operationally designed to meet rural audiences' preferences, increasing channel reach and engagement.
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Sony Television: Manager - OAP Operations

July 2012 – November 2013

- Led on-air promotions and campaign operations for flagship shows, collaborating across teams to maintain delivery timelines.
 - Successfully managed the channel's **rebranding efforts**, overseeing operational execution and team coordination to align with a refreshed brand identity.
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Viacom18

Manager - Colors Movie Channel

October 2011 – July 2012

- Directed pre-launch strategies, including **content planning** and talent management, for a proposed movie channel.
 - Collaborated on branding plans that balanced creative vision with operational feasibility.
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Star Gold

Senior Producer - International Channel

August 2004 – March 2011

- Led content curation and programming for **Star Gold International (US)**, delivering engaging Bollywood content tailored for the Indian diaspora.
 - Partnered with marketing and commercial teams to execute **branded content integrations**, enriching the viewing experience and driving audience retention.
 - Managed production workflows and collaborated with cross-border teams to ensure operational efficiency and alignment.
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Personal Details

- **Eligibility to Work:** Skilled Worker Visa (BRP Holder), until Sept 2028.
- **Languages:** Fluent in English and Hindi.
- **Education:** Bachelor of Mass Media, Mumbai University.