

SMRITI SHARMA BHASKAR

MY WORK LIFE

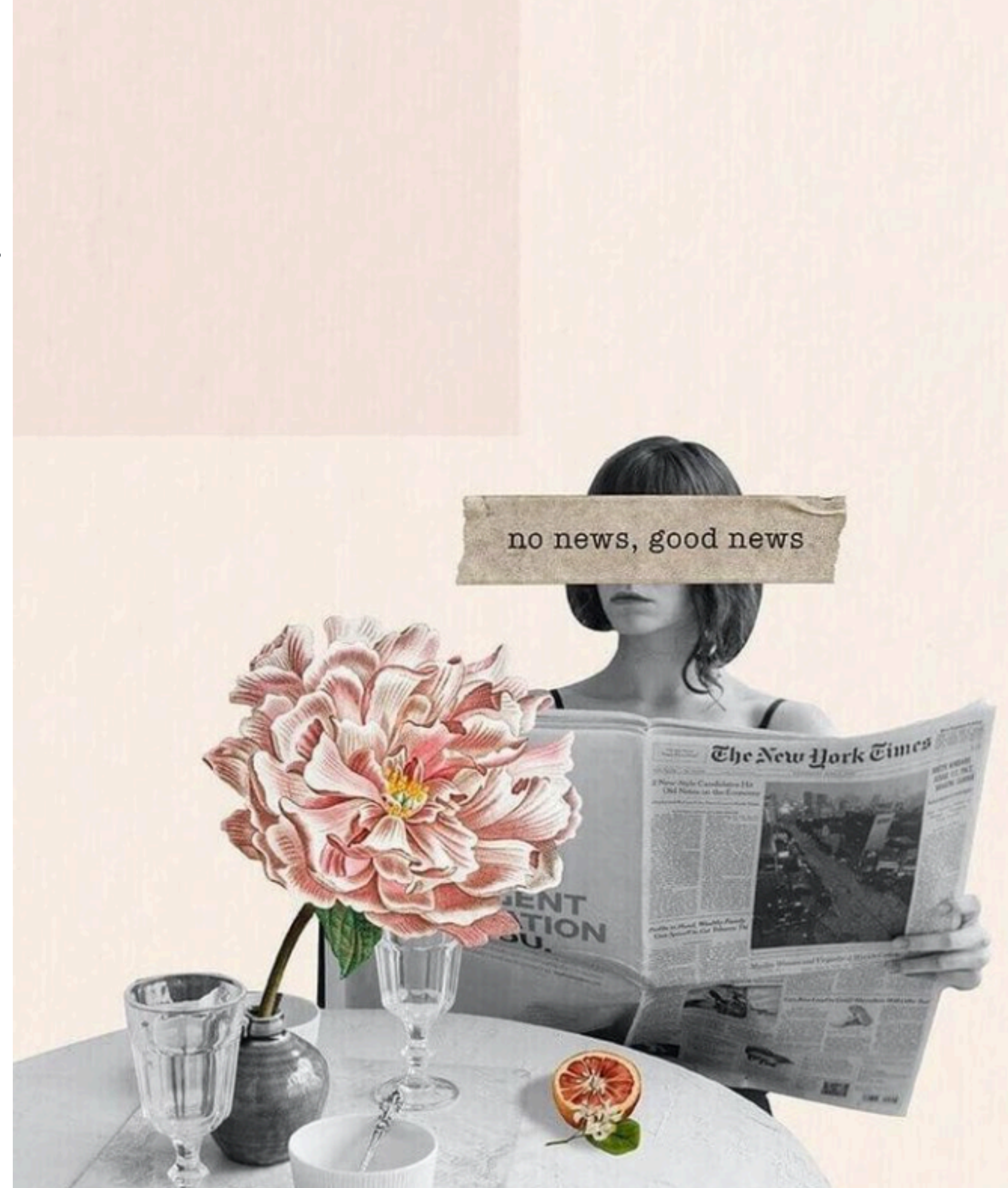
POPULARLY KNOWN AS CV

9811413888

smritisbhaskar@gmail.com

MY WORK TIMELINE.

1. **CREATIVE HEAD: COLLECTIVE CREATIVE LABS** – 2022 till 2025: Creative Head of the new division of Collective Artists Network
2. **FOUNDER: FLYING ELEPHANT FILMS** – 2015 till 2022: It got acquired by Collective Artists Network in 2022
3. **CREATIVE CONSULTANT: NDTV RED DOT** – 2014 till 2015: Was a creative producer and creative director on shows produced for NGC
4. **EXECUTIVE PRODUCER ORIGINALS: FOX INTERNATIONAL CHANNELS** – 2013 till 2014: Produced lifestyle and documentary series for both NGC and FOX Traveller
5. **CREATIVE DIRECTOR POST: SMALL SCREEN PRODUCTIONS** – 2011 till 2013: Created a host of food, travel, lifestyle shows for NDTV Good Times, FOX Traveller, Discovery Channel
6. **LOTS OF FREELANCE WORK** – 2010 till 2011
7. **EXECUTIVE PRODUCER PROMOS- NATIONAL GEOGRAPHIC CHANNELS** – 2008 till 2010: In-charge of promos for History Channel and National Geographic Channel. Won Promax India and Asia for History Channel
8. **ASSOCIATE CREATIVE PRODUCER: CNN IBN FEATURES** – 2006 till 2008: Worked on editorial content (non-current affairs) for the features team
9. **JUNIOR CREATIVE PRODUCER: DISCOVERY CHANNEL NETWORKS-** 2005 till 2006: Worked on Discovery Channel, TLC and Animal Planet promos



WHAT I BRING TO THE TABLE.

Building narrative that is tailor made to your audience that is multi-platform in nature. We consume different type of content on different platforms. It's imperative for a brand to junk their one size fits all content plan. I help brands to bridge that gap in their storytelling. Simply put I become your one stop solution for all creative solutions.

Creative Strategy

Brand Communication

Creating a content framework based on data and research

Branded Content: Break out of the template

Social and Digital Campaign

Editorial Content

Launch Campaigns

Digital Ads

Branded IP

Digital IPs for social handles

Long form IPs for YouTube and OTT

Original Content

Across all platforms



WHAT I'VE
BEEN
UP TO.



MY BODY OF WORK.

<https://vimeo.com/user5196637>

Blenders Pride: Worked on the brand for over 4 years. From creating some of their iconic digital campaigns, creating a brand IP for OTT to winning the mandate to manage their digital content as a Creative Head

Samsung: Created films for numerous campaigns, some of which were internally awarded

Pernod Richard India: Worked on numerous campaigns for this iconic brand. From music anthems, digital campaigns to product films.

- 100 Pipers
- Royal Stag
- Chivas
- Imperial Blue

Pepsi: Worked on consumer insight and creative strategy for the brand as part of their brand re-fresh

The Better India: Created award winning branded campaigns for their content platform

MY BODY OF WORK.

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Branded IPs: These were conceptualised, co-scripted, creatively supervised the execution for multiple brands and platforms

- Spirit of Scotland X PRI
- Raas X Leela Hotel
- HP X Cazulo
- Better India X Tata – Breaking Barriers
- Skoda x History Channel Change Makers
- Samsung Note Series
- Ministry Of Tourism X National Geographic Channel

Creative Director: On various ad films for a multitude of brands

- Tecno Mobile Tic Tac Royal Enfield Fire Bolt Prabhuji Zebronics Free Fire BGMI MyFitness Peanut Butter
- Centre Fresh Seven Sea Biryani By Kilo Love Depot Microsoft OYO Redmi Swiggy Bajaj Chetak Bajaj Pulsar



Let's Discuss
On how we can collaborate.

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