

ABHISEK DUTTA

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Entrepreneurial mind-set with keen problem solving attitude; at ease with cross-functional teams, verticals and strong focus on stakeholders' purpose and expectations.

PROFESSIONAL SUMMARY

Total work experience – 13+ years

- **Multimedia Production Lead:** Spearheaded multimedia/rich media production business for education, learner engagement through infotainment. Successfully catering to multiple mass education campaigns in different domains like, civic education, informal sector skill development and mobilization initiative, farmer education in innovative practices, visual and performing arts business.
- **Program Management:** Experienced in managing multiple work-streams with strong strategic business implications across different verticals. Catered T&D solutions to different industries in the process such as, Mass Education, Infotainment, Hospitality, FMCG, Pharma, Petrochemicals, Automobiles, Manufacturing.
- **Celebrity & Event Management:** Led, managed and executed big ticket events, press meets & marketing campaigns, surpassing expectations while achieving the desired objectives. Built a wide network base of key persons in different industries that includes celebrities of Bengali entertainment industry and Indian music industry.
- **Experience Design:** Led teams to deliver designs exceeding client expectations in the field of animation, interactive multimedia, web designing and new media, for the following mediums: Instructional Design, Website Development, Event Support, Print media and Mobile interface.

OBJECTIVE: Leverage my management skills, resourceful network and design expertise to add value to the training, marketing and communications initiatives of the organisation, especially in the field of media and entertainment.

ORGANIZATIONAL JOURNEY

Independent Media Professional in Program Management & Executive Producer | Self-employed

November 2017 - till date

General Manager – Media & Arts | Learning Experience Design, Development & Delivery (LEx-D)

KarmYog for 21st Century Group of Companies

October 2015 - October 2017

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|---------------------|--|---------------------|--|
| Experience 6 | Sr. Manager – Projects Omnivera Learning Solutions Pvt. Ltd January 2013 - September 2015 | Experience 5 | Manager – Learning Experience Development Omnivera Learning Solutions Pvt. Ltd April 2011 - December 2012 |
| Experience 4 | Sr. Multimedia Producer Omnivera Learning Solutions Pvt. Ltd December 2009 - March 2011 | Experience 3 | Sr. Media Designer Omnivera Learning Solutions Pvt. Ltd August 2007 - November 2009 |
| Experience 2 | Team Partner - Media Designer Aesthetic Technologies Pvt. Ltd September 2006 - July 2007 | Experience 1 | Trainee – Graphics Designer Aesthetic Technologies Pvt. Ltd September 2005 - August 2006 |

PROFESSIONAL SKILL MATRIX

| | BASIC SKILL | ADVANCED SKILL |
|---|---|--|
| NEW MEDIA INFOTAINMENT | Embracing latest new media business practice for impacting existing processes and overall delivery quality. | Recognized as expert in this practice area within industry. |
| PROGRAM MANAGEMENT | Spearheading multiple projects with strong oversight on the purpose and status with the support of multiple project managers. | Decision making on cross-project dependencies for ultimate improvement of organizational performance. |
| ORGANISATIONAL LEADERSHIP | Strong individual as well as team resource management skill. Coordination strength to spearhead cross-functional teams and bring out the bests. | Leading and managing team of diverse shape or size, contributing meaningfully to the growth and wellbeing of every individual team member, while realizing the organizational ambition and shared goals. |
| TEAM BUILDING & MANAGEMENT | Business requirement analysis for expansion of team and guiding HR on maintaining quality as well as quantity of recruits. | Motivating individuals as well as teams in achieving their personal and professional excellence; inter-personal skill development training. |
| CLIENT MANAGEMENT | Established career partnership with key clients that transcends roles and accelerates mutual success. | Counselling clients for a direct, positive impact on their business. |
| CAMPAIGN MANAGEMENT | Strategizing and supervising team of campaign managers and ground teams for event success. | Managing dependencies among multiple events, campaigns for holistic business benefits and stakeholders' satisfaction. |
| USER EXPERIENCE & INTERACTION DESIGN | Design user experiences for impactful learner engagement. | Actively leading team of UI & UX experts for the perfect confluence of tech and media interventions that wins big with the learners. |

KEY PROJECTS WITH SIGNIFICANT ACCOMPLISHMENT

Organization: KarmYog for 21st Century Group of Companies
(August 2007 till now)

Sector: Consumer, Vocational & Social

Lead and manage a team of Learning Experience Design & Development, New Media, Multimedia Production, Interactive Multimedia Production and Technology Services to meet the learning needs of clients and state of the art product development.

Key Achievements:

- Design & develop engaging learning wares for visual and performing arts training (VPA), vocational training and social training
- Design and develop stage performances for various VPA fields
- Support marketing with design and develop for print, web and digital media
- Deliver training and SOPs for channel support

Sector: Social

Safe Drive Save Life - KOLKATA JAAAGO

A joint initiative by **Kolkata Police & KarmYog for 21st Century**

The first of its kind mass education program to impact road culture and change road behaviour for a better urban experience. Redefine relationship between key stakeholders of Kolkata Roads - Drivers, Passengers, Pedestrians and the Police.

Key Achievements:

- Launched Kolkata JAAAGO – the first of its kind mass education program to impact road culture and change road behaviour for a better urban experience
- Worked closely with High Officials of the Kolkata Traffic Police
- Produced Theme song & various types of audio visual learning nuggets of Kolkata JAAAGO program that was trained more than 1,50,000 students & drivers across 350 schools & 25 Learning Clubs in Kolkata Police Traffic Guard
- Led 30 people team for executing & managing all kinds of campaigns of Kolkata JAAAGO
- Led the design and production of multimedia based training content with inputs from Subject Matter Experts
- Developed event based web sites, full scale marketing materials & outdoor campaigns

System of Rice Intensification, Informal Sector Workers Skill Initiative & Behtar Life for Skills

Initiatives – **TATA TRUSTS Programs | Enabled by KarmYog for 21st Century**

- Facilitating mass adoption of SRI vidhi through mobilizing and offering training solution.
- Connecting youth to the possibilities of skill training through mobilizing and counselling tools for TATA ISWSI.
- Integrating life skill education through livelihood.

Key Achievements:

- Managed entire program from design, planning, shooting indoor & outdoor, partners coordination, campaign planning, on ground activities, training, rollout & evaluation in 3 states (Maharashtra, Rajasthan & Orissa)
- Led 30 people team for executing & managing all kinds of on ground campaigns in 3 states (Maharashtra, Rajasthan & Orissa)
- Led the design and production of multimedia based training content with inputs from Subject Matter Experts
- Developed event based web sites, full scale marketing materials & outdoor campaigns

Sector: Music & Entertainment

Indian Idol Academy

A joint initiative by **Fremantle Media & KarmYog Education Network**

Key Achievements:

- Launched Indian Idol Academy – the first of its kind music academy built on the brand values of Indian Idol
- Worked closely with experts of the Indian Idol show such as Director Satish Datt, Chief Mentor Anand Sharma and music legends such as Hariharan, Salim Merchant, Kavita Krishnamurthy & Alka Yagnik
- Produced the promo of Indian Idol Academy that was aired at the Grand Finale of Indian Idol Junior Season 1
- Executed the talent hunt contest cum activation, ‘Sur diye Asur bodh’ for the Kolkata launch of Indian Idol Academy
- Key responsibility involved coordinating with music celebrities in Kolkata for conducting auditions at more than 100 puja pandals, boosting the ROI of the company with 10,000 registrations
- Was the Single Point of Contact for all marketing campaigns of Indian Idol Academy
- Led the design and production of the multimedia based training content with inputs from Subject Matter Experts
- Developed event based web sites, full scale marketing materials & outdoor campaigns

Sector: Travel, Tourism & Hospitality

GlobalTHEN

An initiative by **KarmYog Education Network**

Key achievements:

- Delivered an array of training projects to GlobalTHEN for the following segments – Passenger Car driver, Customer service, Quick Service Restaurants staff
- Managed the project from inception till delivery, contributing actively in the analysis, design and development of the learning content
- Led the production process and played a key role in various important aspects of development like video shooting, VO recording, set design, animation, graphics & technology integration
- **Super Driver Pawan** – a training program for cab drivers has been widely appreciated by all stakeholders and used to train drivers by key players in the travel sector such as Meru Cabs, Ola Cabs & Mega Cabs
- The program has also been rolled out by various State Govts like Uttarakhand, West Bengal among others
- The QSR training program has been officially adopted by Café Coffee Day to be used as induction training for their entry level staff

Sector: Pharmaceuticals

Octapharma

Project Details: New Employee Training for Plasma collection centre

Key achievements:

- Efficiently managed a 20-member team to deliver 60 hours of SCORM compliant interactive training content using multimedia based platform, within a fast Turnaround time

Sector: Industry Education

Career Launcher

Project Details: Online training content for aspiring MBA students

Key achievements:

- Efficiently led a 12-member team to deliver an integral part of the entire learning content
- Successfully solved the challenges of depicting complex arithmetic problems through attractive graphics and simple design
- The online learning content is still used by Career Launcher to train aspiring MBA graduates

Organization: Aesthetic Technologies Pvt. Ltd.
(September 2005 to July 2007)

Sector: FMCG

ITC Limited

Project Details: Group collaborative training programs for entire sales force of ITC Foods division

Key achievements:

- Worked as Team Lead and shouldered major responsibilities of the development process
- As Team Lead, supervised the adaptation of the program into 9 Indian languages
- The program was used to reach out to 6000 members of the salesforce and favourably impacted the sales discipline of the FMCG major

Sector: Petrochemicals

Bharat Petroleums Corporation Limited

Project Details: Product training for salesforce

Key achievements:

- Developed interactive multimedia based training program for the training of sales force on different product details
- Executed out of the box thinking to depict visually, in an attractive manner complex terminology of the lubricant industry

Overall experience spans 50 different projects for companies such as **Reliance Petrochemicals, Watkins FedEx, Aliveware, NIIT, PhocusWright**, etc.

EDUCATIONAL QUALIFICATIONS

- 2003:** B.Com, University of Calcutta
- 2001:** Higher Secondary (Class XII) from WBBHSE)
- 1999:** Madhyamik (Class X) from WBBSE

PROFESSIONAL QUALIFICATIONS

- 2017:** User Experience Design Fundamentals by Joe Natoli on Udemy. Certificate earned on Nov. 10, 2017
- 2017:** Advanced User Experience (UX) Design by Dr. Bob Bailey on Udemy. Certificate earned on Nov. 11, 2017
- 2017:** UX & Web Design Master Course: Strategy, Design, Development by Joe Natoli on Udemy. Certificate earned on Nov. 17, 2017
- 2017:** Introduction to Project Management Principles and Practices by University of California, Irvine on Coursera. Certificate earned on October 17, 2017
- 2017:** Initiating and Planning Projects by University of California, Irvine on Coursera. Certificate earned on September 6, 2017
- 2017:** Budgeting and Scheduling Projects by University of California, Irvine on Coursera. Certificate earned on September 10, 2017
- 2017:** Managing Project Risks and Changes by University of California, Irvine on Coursera. Certificate earned on September 14, 2017
- 2017:** Project Management Project by University of California, Irvine on Coursera. Certificate earned on October 17, 2017
- 2017:** Strategic Innovation Toolkit for Managers certified by Vanderbilt University on Coursera. Certificate earned on October 3, 2017
- 2017:** Executive Leadership certified by LinkedIn. Certificate earned on October 3, 2017
- 2017:** Fred Kofman on Managing Conflict certified by LinkedIn. Certificate earned on October 2, 2017
- 2017:** Become a Digital Marketer certified by LinkedIn. Certificate earned on October 11, 2017
- 2017:** Become a Content Marketer certified by LinkedIn. Certificate earned on October 13, 2017
- 2017:** Mobile Marketing Foundations certified by LinkedIn. Certificate earned on October 8, 2017
- 2017:** Content Marketing Foundations certified by LinkedIn. Certificate earned on October 6, 2017
- 2017:** Online Marketing Foundations certified by LinkedIn. Certificate earned on October 2, 2017
- 2017:** UX Design: 1 Overview certified by LinkedIn. Certificate earned on October 13, 2017
- 2017:** UX Design: 2 Analyzing User Data certified by LinkedIn. Certificate earned on October 21, 2017
- 2017:** UX Design: 3 Creating Personas certified by LinkedIn. Certificate earned on October 21, 2017
- 2017:** UX Design: 4 Ideation certified by LinkedIn. Certificate earned on October 14, 2017
- 2017:** UX Design: 5 Creating Scenarios and Storyboards certified by LinkedIn. Certificate earned on October 14, 2017
- 2017:** UX Design: 6 Paper Prototyping certified by LinkedIn. Certificate earned on October 14, 2017
- 2017:** UX Design: 7 Implementation Planning certified by LinkedIn. Certificate earned on October 15, 2017
- 2005:** Multimedia & Interactivity Multimedia, Aesthetic Technologies Pvt. Ltd.

HOBBIES/INTERESTS

- Music, Design Books, Art Exhibition, Photography, Design Research and Photography
- Design in any form attracts me

PERSONAL DETAILS

Father's Name: Shri Dilip Dutta

Date of Birth: 12th April 1983

Marital Status: Married

Passport: Yes

Languages I can fluently speak: Bengali, English and Hindi