

Vishal Oza

With a decade of expertise in branded content and video strategy, delivering ₹3 crore quarterly revenue and award-winning campaigns for global brands like Meta, Mountain Dew, Tata Elxsi, Dassault Systèmes, Redis, Lenovo. Adept at translating client visions into scalable, profit-driven narratives that redefine market engagement and enhance ROI.

Contact

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Key Skills

- **Media Campaigns:** Designing impactful campaigns for TV and digital platforms.
- **Client Solutions:** Translating briefs into profit-driven results.
- **Production Expertise:** End-to-end branded content creation and pan-India shoots.
- **Leadership:** Directed teams of 15+ across creative, production, and business units to deliver 20+ high-impact campaigns annually
- **Crisis Management:** Ensuring seamless delivery under challenging conditions.
- **Media Knowledge:** Strong understanding of broadcasting and production.
- **Market Trends:** Awareness of evolving consumer needs.
- **Technical Skills:** Editing, cinematography, lighting, and direction; proficient in Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, and AI-driven content tools (Runway, MidJourney, Elvenlabs)
- **Tools:** MS Office Suite.

Key Achievements

- Generated ₹12 crore+ in annual revenue through innovative video strategies at The Economic Times.
- Show Creator of The Blue Jays - Ingenious Marketers, India's first marketers' show, broadcast internationally.
- Produced a Mountain Dew anthem with 3.1 million views in one week, featuring Hrithik Roshan.
- Expanded client portfolios by 30% in Tier 1 and Tier 2 markets through scalable video frameworks.

Work Experience

Deputy Manager – Video Initiatives, Branded Content The Economic Times – B2B Division | Mumbai, India August 2024 – Present

- Elevated branded content revenue from ₹1 crore to ₹3 crore quarterly on average, achieving a 200% growth by optimizing strategies and execution for clients like Tata Elxsi, Maersk, and Lenovo across Tier 1 and Tier 2 markets (100% success rate)
- Took on responsibility for 10 additional verticals beyond branded content, overseeing promo and post-event video deliveries for enhanced event coverage and client satisfaction.
- Debrief clients, propose storytelling approaches, research, and structure narratives for feature-length documentaries, short-form case studies, product launch videos, and podcasts.

Senior Producer - Branded Content The Economic Times – B2B Division | Mumbai, India February 2022 - July 2024

- **Lead branded content projects** across multiple verticals, delivering innovative **storytelling for clients** in **Tier 1 and Tier 2 cities**, including the **Peninsular region of India**.
- Direct on-ground shoots, manage crews, oversee post-production, and secure client approvals for timely publication.
- Produce event-based content, anchoring interviews with speakers and partners at ETB2B residential events.
- Drove branded content revenue from 30 Lakhs to ₹1 crore quarterly at its peak by crafting video strategies that enhanced client ROI and market positioning for brands like Tata Elxsi, HackerRank AI, and Dassault Systèmes

● Senior Associate Producer - Brand Solutions (Feature Show Producer)

Republic Media Network | Mumbai, India

July 2018 – February 2022

- Directed and executed *The Blue Jays - Ingenious Marketers*, India's first marketers' show, aired internationally.
- Produced award-winning campaigns, including *Facebook One India S2* and *HMSI ActivIndia*, enhancing brand engagement.
- Managed multi-location shoots and delivered content for large-scale events like the Republic Media Summit.
- Directed and produced a Mountain Dew anthem featuring Jasleen Royal and Hrithik Roshan, garnering 3.1 million views in its first week.
- Executed Network IP, including political events with the Prime Minister and Home Minister's presence (conducted thrice) and Branded Content IP for Teachers Awards, Lifestyle, and Open Magazine, elevating network visibility and stakeholder engagement.

● Producer

Multiple Roles | Mumbai, India

February 2014 - June 2018

- Trainee Producer at Filmy Flakes and Let's Be Outdoorsy: Gained foundational experience in video production and storytelling.
- Assistant Producer and Director at Wild Elephant Motion Pictures Pvt Ltd: Supported project execution, directed shoots, and contributed to creative development.

Educational Background

Master of Arts in Media Entertainment and Advertising

KC College, Mumbai

Class of 2017

- Specialization in Advertising

Post Graduate Diploma in Communicative English

CDVL – UOH, Telangana

Class of 2021

Bachelor of Commerce in Management

SMT. MMK College, Mumbai

Class of 2015

- Specialization in Business Management

Awards & Recognition

- Golden Award of Montreux (Finalist): Best Use of Branded Content for Facebook One India S2 (2019).
- Rising Star Award: The Economic Times B2B (Feb 2023).
- Best Employee of the Year: The Economic Times B2B (May 2024).



SCAN FOR
WORK PORTFOLIO

Notable Works

- Produced The Blue Jays, India's first marketers' show, and a Mountain Dew anthem with 3.1 million views in one week. - [Video Link](#)
- The Big Leap – Growth Stories: Conceptualized and executed an inspiring series highlighting transformative business journeys. - [Campaign Link](#)
- ET Auto Presents – Future of Mobility (Seasons 2 & 3): Directed engaging content exploring cutting-edge advancements in mobility. - [Campaign Link](#)

See You at Work!