

Dibyaditya Mukherjee

Founder & Executive Producer

Contact

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My Gallup Strengths & Skills

Creative & Conceptualiser

Leader & Motivator

Analytical

Relator

Business Planning & Strategy

Project Management & Vendor Management

Design Thinking & Team Work

People Management Skills

Business Finance

Business Communication

Excellent understanding of Human Behaviour

Languages

English, Hindi, Bengali

A high risk taker entrepreneur and an expert in visual communication. I take interest in outlining problems, opportunities and solutions for my clients. My ability to manage a team of people with different mindsets and handling portfolio of major brands and advertising agencies, with a net-worth of a very good professional network helps taking business decisions wisely and effectively along with the technology and business expertise which strengthens the existence in the glorious digital world of advertising and marketing in a creative manner.

I enjoy watching sports, reading technology, businesses, biographies and travelling.

Work History

2017-03 -

Current

Founder & Executive Producer

Whizzy Films, Mumbai, Maharashtra

- <https://www.youtube.com/channel/UC6Doa2JaCdooW3g0JyskWyg/videos> - Youtube link of Whizzy Films.
- As an Entrepreneur I nurture "Whizzy Films" in all respects.
- My clients includes some of the international advertising agencies and Brands, worked closely with some international celebrities.
- Proven track record of working and delivering projects under extreme pressure and short timelines.
- Successfully increased revenue of company every year by more than 50 percent without any investment and marketing cost.
- Managed all aspects of Visual Communication.
- Single handedly managed daily administrative operations, including finance, client servicing & Creative supervision for the first 2 years.
- Ideated and executed new unconventional methods to increase profit levels in company.
- Led recruitment of more than 500 professionals and associates to collaborate on multiple projects.
- Increased business profits by streamlining processes and trimming unnecessary positions by creating new strategic alliances.

2015-02 -

2017-01

Executive Producer

Incept Art, Mumbai, Maharashtra

Produced TVC's, Digital Films, AV's, Music Videos & Animation Films for international Agencies like Lowe Lintas, McCann Erickson, LK Saatchi & Saatchi, Grey Worldwide, Ogilvy & Mathers, Unilever Limited.

- Supervised creation process to verify on brand, making it impactful and delivered relevant content.
- Supervised production team of 100+ workers to identify problems and provided effective solutions to maintain team productivity.

- Interviewed industry professionals to determine fit for positions and their roles.
- Reviewed finished Films/Products to determine quality and readiness for release.
- Drove sales by negotiating deals and managing payment processes.
- Developed project budgets and managed production costs.

2013-12 -
2015-01

Associate Producer

Incept Art, Mumbai, Maharashtra

- Booked talent and made travel arrangements for entire crew.
- Reviewed and cleared archival footage and stock music.
- Ran meetings and gathered required documentation.
- Worked with legal department to draw up contracts for artists.
- Hired and oversaw field crew for events and outdoor location shoots.
- Created and managed production schedules, presented production ideas and oversaw creative scenarios for production and delivery.
- Generated leads through cold calling, networking and social media.

2013-06 -
2013-10

Assistant Director

Saatchi Entertainment , Mumbai, Maharashtra

- Research, scheduling, location recce, shot breakdown, continuity, preparing call sheet and shoot board.
- Running rehearsals; directing actor's performances.
- Choosing actors, designers and technical staff, often in collaboration with the Director.
- Supervising soundtrack, sound effects and music, camera angles.

2013-02 -
2013-05

Associate Producer

BBC Worldwide , Kolkata, West Bengal

Worked as an Associate Producer/ Post Producer for one of the biggest Non- Fiction TV show of India " Jhalak Dikhla Jaa".

- Shot with 250 + crew members, Post Produced and delivered 4 hrs of content every week for 4 months.
- Creatively supervised the Post Production services like Edit, Sound, VFX, Online Edit and DI to a team of more than 25 people.

2012-07 -
2012-12

Associate Creative Director

Eon Films, Mumbai, Maharashtra

- Worked with "Eon Films" on multiple projects, which were shot all over India across 5 different states.

2012-01 -
2012-06

Associate Producer

Grey Matter Entertainment , Mumbai, Maharashtra
Worked with Grey Matter Entertainment on the IPL (Indian Premier League) , India's biggest Sports league.

- Successfully co-produced and creatively supervised 700 hrs of content for sports broadcasting under 6 months timeline.

2011-08 -
2011-12

Assistant Post Producer

Story-tellers.in, Mumbai, Maharashtra
Worked with Story-tellers, one of the biggest production house in Mumbai, where i learnt the technical craft of Advertising & Marketing.

2010-09 -
2011-07

Assistant Director/ Assistant Production Executive

FTII (Film & Television Institute of India), Pune, Maharashtra
Worked with FTII, Pune which happens to be in the top 15 Film schools across the globe.

Education

2009-08 -
2010-07

Film Direction & Production : Film And Video Production

CRAFT Film School - New Delhi, India

2005-09 -
2008-08

BBA: Business Administration And Management

ACMS- Annex College (Guru Ghasidas University) - Kolkata, India