



Aastha Gupta

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Summary

Strategic and creative leader with deep expertise in content strategy, team leadership and high-impact project execution. Known for combining creative vision with business acumen to drive growth, client success, and multi-crore revenue. Skilled in forging global partnerships, scaling operations, and crafting narratives that move audiences as well as markets.

Professional Experience

PROJECT HEAD

Saregama India Ltd. | Mumbai

- Chosen by the Ministry of Information & Broadcasting to conceptualize and lead 'Battle of Bands' - a global creative initiative under Prime Minister Narendra Modi's #CreateInIndiaChallenge.
- Managed a cross-functional team of 40+ to deliver a high-quality project.
- Led overall branding and positioning, crafting creative identity and strategic messaging to align with national and global youth engagement.
- Invited to represent 'Battle of the Bands' at WAVES Summit 2025, attended by Prime Minister Narendra Modi, leading media stakeholders, and international dignitaries.

Rusk Media Pvt. Ltd. | Mumbai

- Conceptualized and created Playground - India's first gaming entertainment format for Amazon mini-TV - opening a new youth-centric market segment and achieving 25 million+ unique viewers as a top-performing property.
- Led end-to-end launch, marketing, and monetization strategy, securing 20+ brand partnerships and driving strong commercial traction.
- Played a key role in international expansion efforts, leading licensing discussions with companies in Germany and Israel to position Playground for entry into 3 new global markets.

CREATIVE DIRECTOR

Fremantle India Pvt. Ltd. | Mumbai

- Entrusted to lead multiple high stakes seasons of Indian Idol and India's Got Talent- Fremantle's flagship global formats in India each with ₹50 crore+ production budget.
- Led a 20-member core team and cross-functional units to deliver Indian Idol 12- the franchise's highest-performing global edition in history- driving unparalleled viewership and significant ad revenue uplift for the network.
- Collaborated extensively with international teams on creative and production aspects of the projects I was handling.
- Played a key role in business development by creating formats and concepts tailored to diverse audiences and client objectives, securing deals worth ₹20 crore.

Banijay Asia Ltd. | Mumbai

- Spearheaded high-value negotiations to secure and localize an international format, launching it as The Big Picture - Bollywood star Ranveer Singh's television debut on Colors TV.
- Led end-to-end stakeholder management, including talent onboarding, network coordination, and creative alignment.
- Delivered a high-impact launch while securing strong brand partnerships, driving significant visibility and commercial success.

HEAD OF BUSINESS DEVELOPMENT

Zee Studios | Mumbai

- Fast-tracked to Head of Business Development through Zee Studios' prestigious CATS (Creative and Talent Search) leadership program, recognized for entrepreneurial mindset and strategic acumen.
- Drove ₹30 crore in revenue through high-value content acquisitions, including the successful localization of leading American formats for the Indian market.
- Collaborated with Zee TV USA, supporting cross-border production operations and enabling seamless execution of international shoots in India.

ASSOCIATE CREATIVE DIRECTOR

Wizcraft International Entertainment | Mumbai

- Worked closely with the Founder's Office, contributing to high-level decision-making and aligning execution with overall business and brand vision.
- Led content and creative strategy for marquee national and international events, including IIFA Awards, Zee Cine Awards, and Global Citizen Concert with Coldplay - delivering world-class production and exceptional audience engagement.

- Drove brand integration and monetization, serving as key liaison for sponsors and developing innovative branded content solutions that boosted revenue and ensured cohesive, high-impact brand presence across platforms.

MANAGER - CREATIVES

Sol Productions Pvt. Ltd. | Mumbai

- Built strong project execution and creative problem-solving skills through hands-on work across high-impact initiatives under the Founder's Office.
- Contributed to the development of flagship properties like *Koffee with Karan*, *The Bachelorette India*, and *NDTV Greenathon* - shaping compelling narratives that boosted audience engagement and brand visibility across India.

Education

Bachelors in Mass Media & Mass Communication | Delhi University

Accomplishments

- **National-Level Awards:** Led projects that won top national honours for excellence in content and execution, demonstrating strong leadership, storytelling, and ability to deliver high-impact results.
 - The Indian Telly Screening Awards (2024) - Best OTT Show
 - The Indian Television Academy (ITA) Awards (2021) - Best Show
 - The Indian Telly Awards (2019) - Best Non-Fiction Property
- **India Delegate at MIPCOM Entertainment Market, Cannes (2017):** Represented Zee Studios on the global stage, scouting and optioning international formats to enhance the studio's portfolio.
- **Mover of the Mountains Award | Rusk Media:** Honoured for spearheading 360° success in projects beyond creative leadership.
- Selected for the prestigious Cinematography course at The Film and Television Institute of India (FTII), Pune- one of 8 candidates chosen nationwide, reflecting exceptional creative talent and competitive distinction.

Certifications

Excel Skills for Business: Advanced

Extra-Curriculars

- Collaborating with the IIMA Public Relations Office to amplify the PGPX brand through national media outreach and strategic image-building initiatives. Secured national media coverage for 8 PGPX students to date.
- **Cofounder, Freelance Media Collective:** Built a 120+ member WhatsApp network of media freelancers; enabled 50+ short-term hires and catalysed collaboration in India's non-fiction content space.
- Completed Landmark Forum, Advanced Course, and Seminar Series - a globally recognized leadership and personal development program. Served as a volunteer for youth and teen programs, fostering leadership and personal development.