



Karthik Rao

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Summary

Entrepreneur and Marketer with 10+ years of experience in the media and entertainment industry, spanning music production, studio operations, stakeholder management, and creative execution. Built and led a music production studio that serviced marquee media houses such as Netflix, Amazon Prime Video, TVF, and Pocket Aces with bespoke solutions. Skilled in sales, production, leading cross-functional teams, streamlining workflows, and leveraging data-driven insights to solve business problems and drive measurable growth across digital, OTT, and gaming platforms. Currently pursuing an MBA (PGPX) at IIM Ahmedabad to pivot creative leadership into roles across strategic planning, growth, and business transformation.

Professional Experience

Founder and Creative Head | Karthik Rao Music | Mumbai

Founded and scaled an independent music production studio, integrating creative execution, media strategy, content and operations planning, achieving **15-20% annual growth** in topline.

- Delivered music for marquee clients including Pocket Aces (Half Love Half Arranged S1 & S2), TVF (Very Parivarik), and RVCJ (Tuition Days), aligning with consumer insights and content strategy frameworks.
- Built a trusted client base with **20+ repeat clients**, managing creative teams and business stakeholders.
- Achieved high-quality content, execution speed, and consistency across projects by designing and scaling (3x) an efficient studio layout and infrastructure.
- **Reduced turnaround time by 50%** by delivering scalable background music stems and catalogs for PocketFM's top-performing audio series (Saving Nora, My Vampire System), enabling editors to independently craft final outputs.
- **Accumulated 30M+ Spotify** streams for original compositions across digital series—establishing a strong non-Bollywood footprint and boosting long-tail audience engagement
- Led creative development for FreeFire India's major seasonal campaigns (Diwali, Pushpa, Holi), delivering branded content assets that increased engagement and platform reach.

Music Producer | Pocket Aces | Mumbai

Led music production and licensing for digital series, aligning creative execution with brand goals, audience insights, and broader content strategy.

- Produced viral original tracks like **Dil Pe Dastak (14M+ streams)**, strengthening brand identity and driving audience engagement across platforms.
- Bridged creative and business teams by translating briefs into actionable music strategy, reducing feedback cycles, streamlining timelines, and reducing overhead costs.
- **Negotiated music rights and IP licensing** for flagship IPs like Little Things, ensuring timely clearance and alignment with business strategy and platform compliance.
- Spearheaded music production for popular IPs including Please Find Attached, Operation MBBS (S1 & S2), Staffroom, and Half Love Half Arranged, delivering high-impact soundtracks that elevated audience experience and deepened emotional engagement.

Music Producer | The Viral Fever (TVF) | Mumbai

Drove end-to-end music production for some of TVF's flagship digital series, blending creative storytelling with technical execution.

- Led concept-to-delivery production cycles, from artist coordination, scheduling, and iterative music development for high-impact content visibility.
- Composed Main Bola Hey (12M+ Spotify streams), now a defining cultural soundtrack for Kota Factory.
- Delivered music across a portfolio of flagship IPs including Cubicles, Hostel Daze, and Humorously Yours, among others, ensuring consistency in tone and brand voice across genres.
- Standardized workflows and templates to streamline production and scale output quality across projects.
- Played a key role in elevating TVF's sonic identity, reinforcing emotional connect and deepening audience engagement across shows.

Live Sound Engineer | Sound.com | Mumbai

Led technical planning and execution for large-scale concerts and corporate events, building a strong foundation in audio systems, operations, and real-time decision-making.

- Managed on-ground delivery for high-profile events, combining project planning with live execution under pressure.
- Served as systems engineer for large-scale concerts and mix engineer for corporate shows.
- Supervised 10–20-member teams, ensuring timely setup, calibration, and delivery of professional-grade sound systems.
- Maintained high audio quality through rigorous technical checks, live mixing, and crisis troubleshooting under pressure.
- Flagship projects included MTV Unplugged and the JIO launch, both requiring precise coordination and adherence to demanding production standards.

Education

PG Certificate – **Film and Television Institute of India**, Pune
B.E. Computer Engineering – **Sinhgad College of Engineering**, Pune

Accomplishments

- 34M+ Spotify streams, with Main Bola Hey! alone crossing 12.3M+
- 36M+ YouTube views across branded and original music content
- Winner – Most Creative Award, Pocket Aces (2021)
- TVF Bachelors – Best Web Series, News18 Reel Movie Awards (2018)
- Scaled independent music studio with 15–20% YoY topline growth and 20+ repeat clients

Certifications

Lean Six Sigma, Green Belt