

Shilpa Das Gupta

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Professional Profile

A motivated, hard-working and tri-lingual graduate with over six years' experience and particular expertise in radio and television, in addition to, a second Master's degree in Media and Digital Communication Studies. An award winning public speaking teaching assistant. A reliable team member with a personable nature and positive communication style, maintains professional boundaries while building lasting relationships. Experienced in managing and motivating others to achieve specific goals, giving fair and constructive feedback to influence performance. Skilled in teaching public speaking, radio/television production, diffusion of innovation and media techniques. Academic interest areas also include gender and communication, intercultural and global communication, political economy of media, social media campaign, South Asian media, film studies (special concentration: South Asian cinema), religion studies, international leadership and qualitative research in communication.

Education and Qualifications

MS	Communication and Digital Media Studies (Minor: Religion Studies) <i>Florida State University, Tallahassee, Florida, USA (2016)</i>
MA	Audio Visual Communication <i>COMMITTS, Bengaluru, Karnataka, India (2011)</i>
BA (Hons)	Journalism & Mass Communication (Minor: English and Film Studies) <i>University of Calcutta (Muralidhar Girls' College), West Bengal, India (2009)</i>

Career Summary

2016 – till date **Media Prep**

Discovery Communications, Silver Spring, Maryland, USA

- Detailed and accurate quality check (Graphics, audio, language) of every incoming media content for all the television channels under Discovery Latin America.
- Efficiently identifying and entering audio track details and assignments.
- Effectively identifying and entering segment and other ancillary data.
- Ensuring content is properly processed for broadcasting.

2016 – 2016 **Media and Communication Analyst**

Job Object LLC, Rockville, Maryland, USA

- Successfully launched multiple digital campaigns which enhanced the sales of the company
- Effectively developed online content for multiple websites which strongly highlighted the company goals and key functions.
- Communicated with customers regularly to provide important information about the company services
- Performed various administrative duties as requested

2015 - 2016 **Teaching Assistant: Public Speaking, Diffusion of Innovation, Media Techniques** **Florida State University, Tallahassee, Florida, USA**

- Developed and delivered innovative class lectures via the utilization of presentations, videos and interactive activities
- Provided constructive feedback to encourage students' growth and development
- Worked consistently within tight deadlines to complete evaluations and grading assessments

2014 - 2015 **Operations Assistant**

Florida State University, Tallahassee, Florida, USA

- Scanned mark-sense forms and prepared evaluation forms
- Communicated with customers by providing information and delivering exceptional service always
- Performed various administrative duties as requested

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2013 - 2014

Guest Lecturer

Muralidhar Girls' College, Kolkata, West Bengal, India

- Created and taught classes on mass communication and radio programming
- Prepared question papers, administered exams and evaluated and graded whilst adhering to tight deadlines

2013 - 2014

Creative Head

Syncinc., Kolkata, West Bengal, India

- Developed dialogue scripts for dubbed films, designed voice characterization and carried out creative evaluations of the films
- Co-ordinated with VO artists for dubbing and maintained accountability as dubbing director for 12 films
- Acted as the voice over artist for 13 films in lead positions and other multiple characters

2012 - 2013

Senior Programming Executive

Sangeet Bangla Music Channel (Media Worldwide Pvt. Ltd), West Bengal, India

- Directed breakfast, music countdown shows and special spike programs that gained viewership
- Planned new show concepts along with annual and quarterly spikes of the channel
- Ideated and executed sales integrations within shows
- Worked on and contributed to the successful launch of a new sister channel

2011 - 2012

Associate Producer & Weekend Radio Jockey

92.7 BIG FM (Reliance Broadcast Network Limited), West Bengal, India

- Produced the evening prime time and late night show that reached #1 on various charts
- Fulfilled the role of Radio jockey for the Sunday evening show
- Assisted the marketing team with the planning and executing of music, movie and event tie-ups
- Planned and executed IPs (intellectual property) such as movie, music and television awards
- Acted as the voice over artist for more than 200 commercials, on-air elements and station promotions

2010 - 2011

Programming Trainee

92.7 BIG FM (Reliance Broadcast Network Limited), West Bengal, India

- Acted as the voice over talent for commercials, promos and on-air properties
- Wrote copy for commercials and promotions, and assisted sound engineers with audio edits

Internships and Part-time Positions

- Production in WVFS Radio (V89: 89.7 FM), Tallahassee, Florida (2015)
- Internship - News channel CNN IBN, Delhi, India (2010)
- Reported for online news portal - Bangalore 24x7.com, Bengaluru, India (2010)
- Event management for live shows and other on-ground events, Bengaluru, India (2010)
- Internship - NGO Kolkata Sanved, Kolkata, India (2009)

Academic Scholarships

- Philomene A. Gates Scholarship for excellence in oral communication by FSU
- Three-year scholarship from Reserve Bank of India for excellence in High school exam

Major Academic Projects

- Radio documentary in FSU (final project for the Gender and Communication class): **Binary Beats** on Music and Gender, 2015
- Notable research papers in FSU: **Dove Real Beauty Campaign: Image and Text analysis and critical evaluation** (2016), **Popularizing vernacular films of India other than Hindi** (2015) and **Acceptability of LGBTQIA in Indian Society**, 2015
- Thesis paper (First Master's Degree): **Comparative Analysis of News Coverage in Local English News Channels And National English News Channels**, 2010

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- Final radio documentary (first Master's Degree): **Influence of Sufi on Bollywood music**, 2010
- Important news stories covered (first Master's Degree): **Bangalore Municipal elections, Carlton Tower fire outbreak, illegal encashment of cheques, Bangalore Fashion Week, Rising trend of Quad Biking** (2009-2010)
- Thesis paper (Bachelor's Degree): **Juvenile Delinquency and Print Media Coverage**, 2008

Collegiate Media Roles

- Produced and edited two full length radio documentaries (2015, 2011)
- Co-producer, editor, reporter and news anchor for college news bulletin in COMMITTS (2009-2011)
- Chief layout designer, reporter and sub editor of COMMITTS chronicle (2009-2011)
- Director, editor, VO artist of the college feature film, documentary film, vignettes and music videos (2006-2011)
- Editor-in-chief, reporter and layout designer of undergraduate college lab journal (2006-2009)

Key Achievements

- FSU School of Communication Outstanding Masters' Teaching Assistant Award (2016)
- Awarded twice at BIG FM for excellence in planning and execution of special spikes (2012)
- Guest speaker on radio programming in Muralidhar Girls' College (2012)
- School and college winner in essay writing, extempore, elocution, debate, quiz, painting and dance competitions (1996 – 2011)
- 1st prize for Radio Documentary in Manipal University Inter college fest, Bengaluru (2010)
- 2nd prize in news anchoring category and winner group in best lab journal category in Jain College Fest, Bengaluru (2010)
- 2nd prize in the state level essay writing contest by the American Council of Kolkata on occasion of the arrival of Martin Luther King [III] in India (2009)
- Produced documentary on Eastern Railways, India which later became their official film (2008)
- 1st prize in anchoring category in a state level multiple category performing arts contest, Kolkata (2007)

Personal Details

Technical Skills MediaFlex, Microsoft Office suite, QuarkXPress, Adobe Photoshop, Premier, Final Cut Pro, and Adobe Audition, and SM platforms including Twitter, Facebook, Instagram, Storify, Hootsuit, CMS application WordPress, Google AdWords, RTB software Site Scout

Languages English (Fluent), Bengali (Native), Hindi (Fluent)