

Executive Summary (Creative Director | Writer - Poet | Content Strategist)

Creative leader with 20+ years of experience across OTT, television, films, digital media, Social media, Print and advertising. Specialist in storytelling rooted in the Hindi heartland, with deep expertise in Indian mythology, philosophy, and culture. Proven ability to lead end-to-end content creation—from ideation to execution—while managing teams, budgets, Post production supervision and large-scale productions.

Core Expertise

- **Creative Direction:** Story development, writers’ room leadership, content strategy
- **Writing:** Screenplay, dialogue, promos, Ads - Promotional Material, Poetry, digital media, social media, News, Copywriting, Content write, Blogs, Press Releases, Translate, & editorial content
- **Production:** End-to-end execution (pre, production, post), shoot direction, cameramen
- **Post:** Video Edit, Subtitle, VO, Dubbing
- **Content Strategy:** OTT, TV, social media, branded & e-commerce content
- **Operations:** Budgeting, scheduling, vendor management, team leadership, Casting
- **Linguistics Excellence:** Specialized in Hindi (Literary and Mass Communication), with professional proficiency in English, Marathi, Awadhi, and Bhojpuri.
- **Specialized Research:** Deep knowledge of Indian mythology, philosophy, culture, history, and tradition.
- **Confident Camera Presence:** Confident camera presence as an Actor, Anchor, and News Reader.
- **Tools:** AI tools (ChatGPT, Gemini), Adobe Suite, Celtx, Asana, Slack

Work Experience

- **3ioNetra Faith & Technology Services Pvt Ltd | AGM - Creative & Copy | Nov 2025 - Present**
 - Leading Creative & Copy operations for a premier spiritual E-commerce company, focusing on Promo, Content (social media & online), Copy writing, and Editorial oversight (English & Hindi).
 - Handling multimedia production creative direction activities, including AI production.
- **Fluidscapes Consultancy Pvt. Ltd. | Creative Content Writer – Political, Hindi | April 2024 - Oct 2025**
 - Developed political content and promotional advertising for high-profile government social media handles (CMO). (also creative Supervise the multimedia production)
- **Ajuba Studios (Ajuba commerce Pvt. Ltd.) | Creative Consultant (Writer-Creative Director) | Aug 2019 - Aug 2023 - Freelance**
 - Managing the Digital wing’s programming, concept development, and end-to-end production (Budgeting, shooting, and Post-production) of Indo-USA based Event Management & Media company.
- **Jarvis Tele media Pvt. Ltd. | Writer-cum-National Creative Director | March 2020-Oct 2020**

- Managed outsource content & production activity with story development for dedicated OTT application (The comedy app, fun2app)
 - Manage/Supervise In-house creative production/Pre/Post activities, sourcing & negotiate vendor, story development, Budgeting, Promo production, and & other assigned work.
- **Indi Production | Script Writer-cum-Director | Aug 2009-July2019 (Freelance)**
- To Write & Direct this agency clients TVCs, Documentaries, Corporate videos, and advertising content (including translation & subtitle).
- **Focus TV (M3 Media Pvt. Ltd.) | Associate Producer-Programming & News | Nov 2008-Aug 2009**
- To lead the Mumbai bureau for programming activity of multiple satellite TV channels (Hindi-Bhojpuri)
 - Executive Editor for Bhojpuri News bulletin & Associate Editor for Hindi & English bulletin.
- **Cinema Vision India | In-house Script Writer-cum-Director | April 2006-Jan 2008**
- To Research, Write the script of known Serial named, Mano Ya Na Mano (Star 1)
 - In-house Direction team member for direct the shoot & post supervision.
 - Story room sitting supervision.
- Did several freelance Writing, Direction & Acting projects with many Production houses, Advertising Agencies, & Corporates; like: **Ifan TV** (2015-2018), **Entertainment Hub** (2013), **Classique Video** (2007), **Ashraf Production**, **RT Production**, **Anmol Production**, **Sheetal Academy**, **World Vision**, **Media International**, **Devaki Films** (Devendra Khandelwal Production), **Pansworld Television Pvt. Ltd.**, **Masti TV** (gag story for Raju Srivastava), **Jam Publishing Pvt. Ltd.**, etc.
- **Unistar-Emerald Combines | Script/Dialogue Writer-cum-Assistant Director | March 2003-Dec 2005**
- Screenplay-Dialogue writer – Lyrics Write – Also assist the Director in shoot & pre & post handling.

Work Summary (Highlight of Projects)

- **Feature Films:** Hottestmaildotcom, Samjhauta Express, Struggler, Darkness...
- **Serials (Fiction/Nonfiction):** Mano ya na Mano (Star one), Mere Humdum Mere Ghost (DD1), Mayaka (ZTV), Kahani Kismat ki (Sahara One), Gul Afshan (ETV URDU)..
- **Cookery** related show I did (Written & Director) for Cinema Vision India, named 'Khana Khazana with Archana Pooran Singh' & also did multiple shows for Focus TV's most popular food show, 'Celebrity's Recipe' & recently shot promo for best cuisine destination in various range & in various place for a upcoming production house (YouTube)
- **Short Films:** Made 37 social awareness Short Films (Producer by World Vision) for theatre release.
- **TVC-ADFILMS:** ICICI Prudential Life Insurance, Yuga Life Therapy, King Kook Masala, Flipkart...
- **Documentaries:** Palayan Akhir kab tak?, Gaumata hi sampoorna shrishti ki jeevandata, Tenduvey ke patte, Nashe ki Lat...
- **Corporate films:** Mumbai University(UDCT), Mumbai Police, Budhgiri ki madhi ka Nav nirman, Jain Vishwa Bharati Institute, Acme Builders, L&T..
- **Educational Syllabus Multimedia projects:** Sheetal Academy, Ghar baithe gaayan sheekhe, IL&FS Learning Ltd...
- **Radio:** 123.com Radio.

- **Print (Book Published):** ढाक के वहीं तीन पात (हिन्दी काव्य संग्रह), Hopes for Nothing (English poems collection), श्रीरामचरितामृत (नविन मराठी काव्यग्रंथ), पार्वती मंगल (मराठी काव्यधारा), श्रीमद्भगवद्गीता सार सुधा (हिन्दी, मराठी व अंग्रेजी गद्य साहित्य), दुखायण (हिंदी शोक काव्य), हनुमान चालीसा (हिंदी टीका).

Educational Qualifications

- ❖ MA in Hindi (2016), IGNOU, 62%.
- ❖ Post Graduate Diploma in Journalism & Mass Communication (2009), IGNOU, 3.42/5 Grade.
- ❖ B. Commerce (1997), Mumbai University

Professional Qualification

Two months on the job training certificate program in Pansworld Television Pvt. Ltd. (2001), for video production.

Computer Skills

MS Office, Internet, Sound Forge, Adobe premiere, Subtitle, Publisher, InDesign, Photoshop, Corel, Celtx, ChatGPT, Illustrator, Asana, After effects, Etc...

Awards & Achievements

1. Best Essay Writing, Awarded by, National Friends Society of the Trees (1991-92), Kalyan- Dombivli Municipal Corporation Education Wing (1992), South Indian Association (1992).
2. Best Documentary Film Award for, 'Palayan Aakhir Kab Tak?' by Dehradun International Short Film Festival, Noida International Film Festival.
3. Won Certificate of Excellency in Swachhh Bharat Short film competition organized by NFDC.
4. My social divine documentary film 'Gaumata Sampurn shrishti ki jeevandata' highly acclaimed by legendary saints of India like; Shankaracharya of Puri peeth Nischalanand, Shree Datt Sharnanand-Pathmedha, Malook peethadhishwar Rajendradas devacharya, Mahant Dinesh Giri- Budhgiri Madhi Shekhavati etc.
5. Did several street plays on social subject with several reputed Theatre Group like Abhivyakti, Dr. Kishor Shantabai Kale group, Maharashtra Govt. Parivar Kalyan Mantralay, etc...
6. Attended State Level Scout Guide Camp as a Team Leader from my City.

Other Details

Date / Place of Birth : 19/04/1976 (Jaunpur, Uttar Pradesh).
Father's Name : RamPal Singh
Nationality / Category : Indian / Hindu (General Category)
Languages Known : Hindi (Literature command), English, Marathi, and Awadhi (Bhojpuri).
Correspondence Address : B/301, Tejaswi Park CHSL, P&T Colony, Dombivli (East)-421204, Dist. : Thane, Mah.
Sports : Cricket, Langadi, Kho-Kho, Running Race...
Family Details : Father, Mother, Spouse, 2 Daughters, Brother's wife & 2 kids

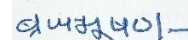
Declaration

I hereby declare that the given information is true according to my knowledge.

Place: Dombivli

Date:

Signature



(Braj Bhushan Singh 'Yagesh')