



KUMAR SHASHWAT

Brand Marketing Manager | Entertainment, Media, Streaming Services

CONTACT

- +1 (437) 669-5556
- k.shashwat1512@gmail.com
- [LinkedIn](#)
- Toronto, ON | PR of Canada

EDUCATION

Welingkar Institute of Management
2016 - 2018

- PGDM in Marketing
- WES Canadian Equivalency

CORE SKILLS

- Brand Strategy & Custodianship
- 360° Campaign Management
- Content Strategy & Positioning
- Content Marketing
- Social Media & Influencer Marketing
- Performance Marketing
- Paid Media Planning
- Consumer Insights & Audience Analytics
- Media Budget Management
- On-Ground Activations
- Agency & Stakeholder Management
- Content Creation
- AI Assisted Video Generation

PROFILE

Marketing professional with 8+ years of experience leading integrated marketing campaigns across entertainment, streaming, television & film. Proven expertise in brand strategy, media planning, audience insights & cross-functional campaign execution, delivering campaigns that generated 900M+ views & 600M+ reach. Passionate about building brands through data-driven storytelling & consumer-first marketing.

WORK EXPERIENCE

Sony Pictures Networks India
Marketing Manager, Sony TV

Jan 2025 - Jan 2026
Mumbai, India

Notable Properties: *Super Dancer Chapter 5, Celebrity MasterChef India, Kaun Banega Crorepati, Indian Idol*

- Owned brand strategy and 360° campaign execution for the non-fiction (reality) shows, spanning TV, social, digital, influencer and performance channels.
- Led paid media planning with external agencies across *Meta, YouTube, and Twitter Trending*, managing channel allocation, budget deployment and ongoing performance optimization.
- Executed the digital campaign for *Super Dancer S5* across **727 assets, delivering 442M+ impressions and 15M+ engagements at a 3.3% engagement rate (vs. 1.3-2.1% category average)**, while driving the show to a **1.2 TVR and 3.6% reach**, outperforming *Kaun Banega Crorepati, Indian Idol* and *India's Got Talent*.
- Built social-first campaigns for *Celebrity MasterChef India* and *Indian Idol*, driving **904M+ views & 623M+ reach**.
- Managed an **800+ creator influencer** campaign for *Celebrity MasterChef India*, achieving **15.2M+ reach & 12M+ views**.
- Organized city-level audition drives for *Kaun Banega Crorepati S17* & *Super Dancer S5* across *Delhi & Mumbai*.

ZEE5 (Streaming Service, Zee Entertainment)
Brand and Content Marketing Manager

Sep 2022 - Dec 2024
Mumbai, India

Notable Properties: *The Broken News 2, Sam Bahadur, The Kerala Story, Pitchers 2, Raksha Bandhan*

TECHNICAL SKILLS

- Microsoft Office (Excel, PowerPoint, Word)
- Canva
- Instagram Edits
- ChatGPT
- Claude
- Gemini
- Hailuo AI
- AI Prompt Development

COMMUNITY

Toronto Fringe Festival

July 2026 | Toronto, ON

- Volunteered in festival operations, assisting patrons and venue management.

CERTIFICATIONS

AI Video Generation

Certification (In Progress) Udemy

- **Focus:** AI-assisted content creation & digital workflows.
- **Sample Creation:** [Jack Reacher and Jason Bourne together](#)

DIGITAL CONTENT CREATION

- Created viral short-form content **generating 15.9M+ organic views** through culturally relevant storytelling & trends.
- **Sample Creations:** [Corporate employees for no reason](#) [HR & Employees on Yoga Day](#)

- Led subscriber acquisition campaigns for *Sam Bahadur* and *The Kerala Story*, doubling platform sign-ups while exceeding campaign targets with **45.8M impressions and 160K clicks** through a video-first strategy.
- Applied consumer insights and audience data to shape content positioning, strategy and creative direction across paid social, performance marketing, CRM, on-ground, website and in-app platforms.
- Served as the single strategic point of contact bridging creative, media and platform teams for all major launches, overseeing concept development, talent shoot scripts and promotional asset production.

Amazon MX Player (Streaming Service, Amazon India) Sep 2020 - Mar 2022
Assistant Manager, Content Marketing Mumbai, India

Notable Properties: *Indori Ishq, Matsya Kaand, Bhaukaal 2, Campus Diaries, Cartel, Puncch Beat 2*

- Built data-led content positioning and audience insight frameworks to drive campaigns across social, performance, CRM, in-app and offline channels including TV, radio, OOH, print and Amazon Fire TV.
- Led the multi-language launch of *Indori Ishq* across *Hindi, Tamil & Telugu*, generating **4.43Bn+ watch minutes and 61M users**, making it the **platform's second most-watched title** ahead of *Bhaukaal, Ek Thi Begum & Raktanchal*.
- Directed the multi-market release of *Matsya Kaand* across *Hindi, Punjabi, Tamil and Telugu*, generating **1.3Bn+ watch minutes, 29.6M unique viewers and 100M+ views in the first month**, coordinating closely with content, creative, media and agency teams to keep campaigns on time and on brief.

Zee Studios (Film Production and Distribution) May 2018 - Sep 2020
Assistant Manager, International Distribution Mumbai, India

Notable Properties: *Good Newwz, Kesari, Dream Girl, Article 15, Veere Di Wedding, Raazi*

- Executed integrated film marketing campaigns for theatrical releases across North America, UK, UAE, Singapore and Australia, managing media planning, budgets, partnerships, and activations across digital, TV and radio.
- **Elevated international per-screen revenue by 3% YoY** through optimized media allocation & audience targeting.
- Enhanced *Good Newwz* campaign CTR across **Facebook (+2.95%), Instagram (+1.64%), & Google Search Ads (+1%)** through digital optimization.
- Set up release campaigns on ticketing platforms *Fandango (USA)* and *Golden Village (Singapore)*, scripted talent bytes and managed asset packaging for TV, radio and digital distribution.
- Led experiential activations for *Kesari* across overseas markets through *Gurudwara & Holi festival tie-ups*.