

# Binoy Joseph

Head Content & Creative  
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## EXECUTIVE SUMMARY

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With over 19 years of experience in multi-media, I am highly creative with a track record of creating content across multi-platforms that are both successful in attracting audiences and commercial partners. I have an excellent understanding of data, technology and trends in broadcast media & digital (audio, visual, experiential and social). Apart from maintaining leadership during my tenure, I've also delivered top-notch products and creative that has won numerous awards and recognition across the world, including Gold at the New York Festivals®, National Awards for Marketing Excellence, Radio & Internet Awards and at the Indian Radio Forum awards. I have a diverse background in developing and leading strategic initiatives, combined with business acumen.

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## AREAS OF EXPERTISE

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Professional skills	Personal skills
Media start-up specialist	Multilingual
Content creator & curator	Detail Oriented
Leading teams	Networking
Strategic thinking	Client relations
Communication & coaching	Critical thinking
Research	Relevant & adaptable
Rights Management	Digital & Technology Evangelist

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## KEY ACHIEVEMENTS & AWARDS

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Over two hundred metals nationally & globally for excellence in radio across categories	2003-18
Won the Best use of video for #CelebRateMumbai at National Awards for Marketing Excellence	2018
Launched India's first cloud based online radio stations for <a href="http://radiocity.in">radiocity.in</a>	2015
Won Gold for International Excellence for online radio at Rain Internet Radio Awards	2014
Won Gold for Best Sound, New York Festivals®	2013
Member of Executive committee, Advertising Club Bangalore	2013 17
Jury New York Festivals®	2014
Won Best Programming Director, Radio City INDIA	2010
Finalist at the world's best radio imager-Iron Imager 2012 by Benztown Branding	2012
Won the Best FM Station in India for Radio City Bangalore at India Radio Forum	2013
Member of the startup team, that strategized and launched BIG FM across INDIA	2006
On the key programming team of WorldSpace INDIA	2004
Part of the core team that set up Radio Mirchi's first FM station in South India	2003

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## PROFESSIONAL EXPERIENCE

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### Consultant & Business Head | Swing.live

Apr.2019-July.2019

#### Silicon Asia Works - Mumbai

- Designed India's first hyper local live video music app for **BIG FM** reporting to the **Founder & Managing Partner**
- Custodian of brand, strategy, content & implementation.
- Responsible for management and development of the team members, including providing managerial guidance & achieving key business results and managing P&L

### SVP - Head of Video

Apr.2017-Feb.2019

#### Jagran New Media - Delhi | Mumbai | Bangalore

- Led & designed the product road map & the 'Department of Videos' alongside a team of 35 in Mumbai and Delhi for the Jagran group; reporting to the **Chief Operating Officer**
- Created Video content formats including news for jagran.com, health for onlymyhealth.com, education for Jagranjosh.com, entertainment for mid-day.com & women & lifestyle for herzindagi.com
- Data driven approach for all key initiatives, reviews and process driven execution
- Well versed with analytical tools like Crowd Tangle to map trends for day-to-day operations.
- Strategized, Designed and Implemented the editorial policy, SOP, production process, content management for videos, podcasts and audio content on Amazon Echo and Google Home.
- Managed P&L for in-house & external production
- Head of partnerships & creative; created original video content commissioned by Facebook for Facebook Watch
- Collaborated with product and technology on implementing the YouTube Player Program for the group.
- Well-networked across media, trade, creators and technology partners.

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**Vice President – Radio City Digital****Apr.2014-Mar.2017****Radio City – Mumbai | Bangalore**

- Head – Content, Product, technology and streaming; reported to the **Chief Operating Officer**
- Managed Product, Listenership & Revenue.
- Led content acquisition, aggregation and syndication with music record labels and independent content creators.
- Managed and coached a team of programming heads, producers, sound engineers and product leads
- Designed music strategies, clocks, for all the national and regional radio stations.
- Launched India's first and leading online radio network on desktop and on a Mobile app using Cloud infrastructure.
- Managed and optimized stream and technology partners for costs and quality.
- Initiated and implemented Ad-Tech across all online radio stations and third-party distribution platforms with technology and Ad network partners.

**Associate Vice President - National Creative Director, Sales & Programming****Apr.2008-Mar.2014****Radio City – Bangalore**

- Led a team of creative directors to achieve market leadership with respect to listenership and key account revenue for Mumbai Delhi & Bangalore.
- Attained leadership in Bangalore in 2 years of the format re-launch, while acting as Programming Director-Bangalore from 2009 -2010
- Designed audio processing of on-air broadcast of Radio City Network INDIA.
- Implemented production and imaging policy and SOP.
- Designed and implemented Programming promotion policy, branded content policy and sales integration SOP.
- Led and implemented social media strategy, policy and process for the entire Radio City Network.
- Reported to **EVP & National Programming head**

**Regional Creative Head (South India)****Mar.2006-Mar. 2008****Reliance Broadcast Network | BIG 92.7 FM - Bangalore**

- Part of the launch team in India
- Successfully steered the entire gamut of setting up and launching FM stations across South India.
- Promoted as Regional Creative Head, South in 10 months while serving as a Sr. Executive Producer.
- Initiated and customized content to enhance business development
- Reported to the **National Creative Director**

**Consultant & Senior Producer****Jul.2004-Mar. 2006****WorldSpace Satellite Radio Network - Bangalore**

- Functioned as Imaging Head for WorldSpace India, reporting directly to the **Director, Network Programming - ASIA**
- Handled strategic and technical operations of the radio stations launched from India

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**PREVIOUS EXPERIENCE**

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- **Creative Consultant** **Dec.2004-Mar. 2006**  
Radio Mirchi Bangalore
- **Producer** **Dec.2002-Jun. 2004**  
Radio Mirchi Chennai
- **Production Executive** **Oct.2000-Nov. 2002**  
Radio Indigo Bangalore

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**ACADEMIC QUALIFICATION**

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- Radio Marketing Consultant (CRMC-PA) from RAB Dallas USA **2007**

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**RECOMMENDATIONS & PORTFOLIO**

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<http://linkedin.com/in/jbinoy>  
<http://bit.ly/2fNs6x0>

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