



# Arijit Das

Educator & Broadcast Professional

## Contact

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## Skills

Broadcast journalism

Lighting techniques

Visual storytelling

Post-production

Television production

Live broadcasting

Camera operation

News gathering

Technical directing

Studio production

Film editing

Networking expertise

Cast and crew supervision

## Software

Adobe Premier Pro

Advanced

- Academician with 12 years of experience successfully contributing to Media Studies and areas around Live Television Broadcast and Digital Content.
- A seasoned media professional, produced major events like CCL, Pro Wrestling League, IPL, and Premier Futsal for networks such as ESPN, Star Sports, Sony Entertainment, and Amazon Prime.
- Driven to contribute to program outcomes by facilitating engagement and supporting learning objectives. Enthusiastic professional with background in academic advisement. Blends industry expertise with academic insights.
- Commended for sustaining effective learning environment through prepared classes and relevant assignments and consistently achieving classroom management and academic goals.

## Work History

2025-04 -  
Current

### Branding & Placement Coordinator

*Swami Vivekananda University, Kolkata, India*

- Conducting thorough candidate assessments to determine skills, strengths, and areas for improvement, ensuring successful placement in appropriate roles.
- Streamlining internal processes to improve efficiency and strengthen overall brand strategy execution.
- Developing and executing branding campaigns to educate target audiences on product features, benefits and values.
- Strengthening the brand's reputation as a reliable source for top talent through consistent delivery of high-quality placements across various industries.
- Monitoring student progress to drive successful academic outcomes.
- Empowering students through counseling and skill-building exercises.
- Using standardized assessments to evaluate abilities, interests and characteristics of different students.
- Developing and implementing individualized academic plans for students.
- Analyzing student academic records to assess educational and career goals.
- Delivering supportive and knowledgeable counseling to students with academic or personal concerns.

2025-04 -  
Current

### Senior Technical Assistant

*Swami Vivekananda University, Kolkata, India*

- Mentoring and supervising students, providing valuable guidance for thesis work, research projects, and professional development.
- Evaluating student progress using both formative and summative assessments to provide targeted feedback for continuous improvement.
- Developing innovative teaching methods tailored to diverse learning styles, enhancing student comprehension and success rates.
- Providing students with constructive, encouraging and corrective feedback.
- Using different learning modes and types of technology to engage students in achieving learning outcomes.
- Creating dynamic learning environment that valued instructor and student interaction.
- Working with Director to assess and evaluate courses and programs in appropriate discipline.

2024-01 -  
2025-03

### Member of Board of Studies

*Amity School of Communication, Kolkata*

- Curriculum Development
- Quality Assurance
- Academic Policy Formation

Adobe Photoshop

Advanced

Final Cut Pro

Advanced

Da Vinci Resolve

Upper intermediate

- Advisory Function
- Resource Allocation
- Student Support
- Collaboration
- Academic Integrity
- Monitoring Trends

2019-07 -  
2025-03

### Assistant Professor

*Amity University, Kolkata, India*

- Teaching subjects related to domain of Broadcast and Digital Media - Broadcast Journalism, Television Production, Editing Techniques and Film Production.
- Created materials and exercises to illustrate application of course concepts.
- Mentored students and communicated internship and employment opportunities.
- Contributed to departmental goals by serving on various committees focused on curriculum development, assessment strategies, and accreditation requirements.
- Maintained an up-to-date knowledge of subject matter by attending conferences, workshops, and webinars relevant to the field of study.

2023-08 -  
2024-08

### Executive Board Member

*Amity School Of Communication, Kolkata, India*

- Collaborated with faculty and academic leaders to design and update curriculum for undergraduate and postgraduate communication programs, ensuring academic rigor and industry relevance.
- Provided strategic guidance on course content, assessment methodologies, and learning outcomes to align with emerging trends in media, communication, and technology.
- Contributed to the development and implementation of innovative teaching practices, enhancing student engagement and learning experiences.
- Participated in the selection and evaluation of academic staff, ensuring high teaching standards and alignment with the institution's goals.
- Engaged in regular meetings and discussions with stakeholders, including industry experts, to ensure the curriculum meets the needs of the evolving communication landscape.

2022-07 -  
2023-07

### Board Member

*Centre for Industry Academia Collaboration Cell, Kolkata*

- Enhanced student placement rates by developing strong relationships with industry partners and potential internship hosts.
- Facilitated successful internships through regular communication with both students and host organizations, ensuring mutual satisfaction.

2018-04 -  
2019-06

### Assistant Professor

*Karnavati University, Gandhinagar, India*

- Developed and taught undergraduate and postgraduate courses, ensuring the integration of current industry trends, theories, and best practices in media and communication.
- Worked with industry partners to bring real-world perspectives into the classroom through guest lectures, internships, and collaborative projects.

2016-03 -  
2018-03

### Broadcast Producer

*Sony Entertainment, Mumbai, India*

- **Pre-Production Planning:** Led the planning and coordination of live broadcast events, including developing production schedules, briefing talent, and coordinating with technical teams to ensure all

elements were ready for broadcast.

- **Live Event Management:** Directed live broadcasts, managing real-time decision-making and troubleshooting to handle any technical issues or unexpected changes during the event. Ensured that the production stayed on schedule and within budget.
- **Team Coordination:** Collaborated with a diverse team of camera operators, sound technicians, editors, and talent to ensure smooth coordination and execution of live content.
- **Content Oversight:** Supervised content flow, including script writing, live cueing, and integration of graphics, video packages, and advertisements to maintain audience engagement and broadcast continuity.
- **Communication:** Maintained clear, real-time communication with control rooms, on-air talent, and field reporters to ensure accurate and timely delivery of information.
- **Post-Broadcast Analysis:** Worked with the editorial team to review the broadcast for quality, identify areas of improvement, and implement feedback for future events.
- **Audience Engagement:** Monitored audience feedback and social media during live broadcasts, adapting content and presentation as needed to increase viewer interaction and satisfaction.
- **Technical Proficiency:** Operated broadcast equipment, including vision mixers, audio control boards, and digital production tools, to ensure high-quality output during live events.

2015-09 -  
2018-03

### **Associate Producer**

*Greymatter Entertainment, Mumbai, India*

#### **Shows associated with:**

- The Remix – Music Reality Show, Associate Producer (Amazon Prime)
- Pro Wrestling League 2018, Associate Producer (Sony ESPN, Sony ESPN 3)
- India Open Super Series, 2018, Producer (Star Sports)
- Celebrity Cricket League 2017, Associate Producer (Colors)
- Premier Futsal 2017 - Mumbai, Bangalore, Dubai, Commentary Producer (Sony ESPN, Sony ESPN 3 & Sony Aath)
- Cue Slam - Indian Cue Masters League, Associate Producer (Sony ESPN, Sony ESPN HD & Sony LIV)
- Impact Wrestling - India Tour, Associate Producer (Sony SIX)
- Making of New India 2017 - Film, an initiative by PMO, Assistant Director
- Swachh Bharat Abhiyan TVC Featuring Suresh Raina
- India Open Super Series, 2017, Associate Producer (Star Sports)
- Grand Prix Gold Series
- Syed Modi International Badminton Championships 2017, Associate Producer (Star Sports)
- Pro Wrestling League 2017, Associate Producer (Sony ESPN, Sony ESPN 3)
- Badminton Asia Team Championship 2016, Associate Producer (Star Sports, Astro- Malaysia, ESN- Singapore & Taiwan, TDM-Macau, Truevisions-Thailand, Sina- China, J Sports - Japan, Kompas TV- Indonesia and many more)
- Celebrity Cricket League 2016, Regional & ENG Producer (Colors, Kolkata TV, Big Ganga, Gemini TV, Surya TV, Sun TV)
- GST – Launch Film – Government of India, Production Manager
- Mid-Wicket Tales with Naseeruddin Shah, EPIC •Reliance Foundation- Junior NBA 2016

2015-05 -  
2015-09

### **Associate Video Editor**

*AGAM Lifestyle Management, Mumbai, India*

2014-01 -  
2014-06

### **Assistant to Promo Producer**

*Reliance Broadcast Network, Mumbai, India*

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## Education

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Expected in 2027-07	<b>Ph.D.: Journalism And Mass Communication - Broadcasting</b> <i>Amity University - Kolkata, India</i>
2015-05	<b>Master of Science: Media Science</b> <i>West Bengal University of Technology - Kolkata, India</i>
2012-04	<b>Bachelor of Science: Journalism And Mass Communication</b> <i>International School of Business And Media - Kolkata</i>
2007-05	<b>High School Diploma</b> <i>Central Board of Secondary Education - Kolkata, India</i>

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## Additional Information

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### Academic Achievements

- Presented paper titled 'Changing patterns of global crisis reporting : Analyzing the recent trend in Wion's News Coverage' in International Conference organized by Gautam Buddha University in association with SAARC Journalist Forum.
- Published book chapter in book "Multidisciplinary approach towards sustainability and development by unlocking new opportunities in the world of constant disruption- ISBN No. 978-81-981202-4-3
- Presented paper titled ' The role of Instagram in shaping gender norms among Urban India GenZ- A study of the Media Genre and its role in perpetuating Gender Inequality in the Digital Age.
- Co- Authored Book on Television Journalism – Reporting India – TV Journalism
- Convenor for Faculty Development Program – Organized by Amity School of Communication, Kolkata , August 2022 & 2023
- Attended Faculty Development Program on Contemporary Research Practices in Social Sciences organized by Amity Institute of Travel & Tourism
- Attended Faculty Development Program on E – Learning & Emerging Trends organized by St. Xavier's University, Kolkata
- Attended Faculty Development Program on Contemporary Approach in Media organized by Reva University, Bangalore
- Attended Faculty Development Program on Business Management organized by Jain University, Bangalore
- Attended Faculty Development Program on Innovative Teaching Learning Practices organized by IITM, Delhi
- Attended Media Educator's Round Table Conference organized by ABP Group

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## Resource Factor

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- Conducted Workshop on TV Production at Swami Vivekananda University, West Bengal - January 13 2025
- Conducted a session on Commercial photography and Broadcasting at iLEAD - August 21 2024