



# SARIN VAZHAYIL

Broadcast Media Professional

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## PROFILE SUMMARY

A media executive with over a decade of experience in Broadcast Operations, Content Programming and Scheduling for TV channels across various genres such as GEC, Kids & Sports.

## WORK EXPERIENCE

### Senior Executive | VIACOM18 MEDIA PVT. LTD (India)

*APR 2023 - PRESENT*

#### Traffic, Presentation & Sales operations

- Conducted traffic studies to gather data, informing decision-making and traffic management planning.
- Assist with co-workers and staff members with special tasks on daily basis.
- Continually sought methods for improving daily operations, communications with clients, record keeping and data entry for increased efficiency.
- Managed excellent planning & co-ordination skills.
- Check creative deliveries & assign IDs on daily basis.
- Co-ordinate for quality check & S&P approval for the creatives delivered.
- Responsible for executing new strategies to increase sales.
- Schedule Promos, Commercials & secondary elements and create playlist.
- Work with sales operations to ensure smooth daily telecast content of Commercial & Secondary elements.

### Executive | WARNER BROS. DISCOVERY (India)

*AUG 2015 - APR 2023*

#### Content Programming, Presentation & Media Planning

- Performing daily video checks on portal to ensure content accuracy and compliance to standard & practice guidelines.
- Managed excellent planning & coordination skills.
- Responsible for executing new strategies to increase sales.
- Forecasting delivery plans to meet timeframe and budget targets.
- Working closely with Operations to ensure smooth daily telecast by updating Program content and metadata (Episodes, Movies, Secondary elements)
- Managed quickly to technical issues for minimized project disruption.
- Monitored emerging media trends to remain ahead of competitor activity.
- Creating Final Point Chart, Planner, Highlights on Monthly basis and maintaining updated records
- Creating programming strategies & submitting to Program Manager
- Created plans and communicated deadlines to complete projects on time.
- Used data to build strategies for targeting specific markets and consumer demographics.
- Improved revenue generation by evolving campaign possibilities with stakeholders and development teams.

- Developing promo and secondary element strategy for Cartoon Network
- Creating variants of upcoming content and versioning of ingested content
- Managing the renewal process with operations by verifying rights and airing details with production houses and distributors
- Developing and scheduling effective on-air promo & secondary element strategies to increase ratings & viewership.
- Coordinating with production, creative, marketing, and digital teams, and providing local and central programming initiatives
- Working with Ad Sales to customize programming for sponsorship and other revenue opportunities.

## **Operations Executive | STAR INDIA PVT LTD (India)**

*AUG 2012 - AUG 2015*

### **Broadcast Operations**

- Co-ordinate Content Operational works to make it available final TX content.
- Collaborated with fellow Operations and Programming teams.
- Handled movie and episode content for Star Networks channels.
- Supervised work of contracted employees to deliver work on schedule.
- Created final versions of the movies for telecasting.
- Conducted technical and compliance quality check of the content.
- Maintained and executed SD & HD content for broadcast schedule.
- Inspected products and services to comply with quality standards.
- Cross-checked the rights and airing details with production houses and distributors.
- Provided professional and technical communication to senior management, studio control rooms and affiliate representatives.
- Assisted in planning and staffing of special productions.
- Met budget targets through responsible planning and resource allocation.
- Ingested all edited digital and tape material for browsing.
- Processed secondary elements for movie and GEC channels.
- Implemented on site workflow and resolved all broadcast scheduling issues.
- Maintained a day-to-day record of processed files.
- Enhanced working relationships by participating in team-building activities.
- Managed media logistics and library
- Worked with Technical Operations to ensure all equipment is meeting client expectations.
- Worked round-the-clock in a dynamic fast-paced environment.

### **PROFESSIONAL SKILLS**

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- Broadcast programming and scheduling
- Communication and co-production management
- Attention to quality, detail, and accuracy.
- Market research and promotions planning
- Workload prioritization and completion as per the deadlines.
- Communication and problem-solving skills
- Responsible, self-motivated, and proactive

## EDUCATION

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### BACHELOR OF BUSINESS ADMINISTRATION [BBA]

2008-2011

Bhasian Universal - Kannur University

### HIGHER SECONDARY SCHOOL

2006-2008

Chattukappara Higher Secondary School - Kerala Board

## SOFTWARE KNOWLEDGE

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- OnAir
- IBMS
- Content Live
- Air-Time System (ATS)
- Landmark Rights & Scheduling (LRS)

## LANGUAGES

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- Hindi (Native)
- English (Fluent)
- Tamil (Fluent)
- Malayalam (Mother Tongue)