

SIDDHANT SHARMA

Content & Brand Communications Leader

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PROFESSIONAL SUMMARY

Content and brand communications professional with 9+ years across media, content, and brand storytelling, including close to seven years at Radio Mirchi (ENIL). Award-winning creator (RJ of the Year, Golden Mikes 2025) who grew a 215K+ cross-platform audience and millions of organic video views through Hindi and Chhattisgarhi vernacular content. Currently leading brand content at ABIS Foods (IB Group), a national integrated agribusiness, hired through a competitive multi-platform strategy assignment. Rare combination of hands-on creator credibility, deep Bharat and regional audience insight, and AI-driven content automation. Seeking content leadership roles at consumer, vernacular, and agritech brands.

KEY HIGHLIGHTS

- Grew a personal brand from zero to 215K+ followers (145K Instagram + 70K Facebook) with millions of organic video views
- RJ of the Year, Golden Mikes 2025 (national); 5x Flamethrower Award, Radio Mirchi (2021-2024)
- Led a 7-member programming team to #1 market listenership as Head Of Content & Programming, Mirchi Chhattisgarh
- Built a Python playlist-data tracking tool adopted organization-wide at Mirchi, cutting hours of weekly manual compilation across hundreds of links to seconds
- India's First Creator Fellowship (Nas Academy, 2021); lead roles in film and web series

PROFESSIONAL EXPERIENCE

Assistant Manager, Brand Content & Corporate Communications

Apr 2026 to present

ABIS Foods, IB Group | Rajnandgaon, Chhattisgarh

- Lead brand content across a national integrated agribusiness portfolio, coordinating corporate and product-level communication across multiple business verticals
- Selected through a competitive cross-platform strategy assignment; the resulting "Two Stories, One Brand" framework (B2B farmer-network storytelling + B2C consumer brands) was adopted as the core ABIS content strategy and now runs across 6 digital platforms
- Authored the 27-slide ABIS Content Strategy 2026-27 deck spanning 8 business verticals and 5 strategic pillars; launched the ABIS Aqua social presence and original Hindi content series for the farmer community, including a myth-busting vox pop property and farmer welfare storytelling
- Scripted flagship corporate films end to end, including the annual Inspiration Day tribute film and leadership visibility content for the MD; drafted press releases and crisis PR under leadership's name
- Wrote and produced original brand jingles using AI music tools at zero production cost: Hindi and Telugu jingles for ABIS Aqua and Shrimp Feed (coastal Andhra Pradesh farmer market), a Labour Day worker-tribute anthem with full shot-breakdown for plant filming, plus IB Gold and ABIS Oils jingles
- Authored Meta campaign architecture for flagship farmer programs (Parivartan, Vistaar, Pragati, GenNXT), including full-funnel sequencing, creative planning and handoff for activation, plus one-shoot-to-all-platforms content multiplication workflows

Head Of Content & Programming, Chhattisgarh

Aug 2025 to Apr 2026

Mirchi (ENIL) | Raipur

- Led end-to-end content operations for the Chhattisgarh market across radio and digital, managing a 7-member team to #1 market listenership
- Built and deployed a Python-based playlist data tracking system (playlist.mirchi.in) used organization-wide for weekly MT20 and National Playlist reporting, replacing hours of manual compilation across hundreds of links with a seconds-long automated fetch
- Aligned programming, sales, marketing, and digital teams to unify brand communication with revenue goals
- Standardised content governance, reporting, and approval workflows for data-driven content decisions

Radio Jockey & Content Creator

Jun 2019 to Aug 2025

Mirchi (ENIL) | Raipur

- Grew a combined social audience past 200K through digital-first reels, stories, behind-the-scenes, and brand integrations

- Delivered 42 paid Instagram brand partnerships across 34 campaigns end to end (narrative, scripting, shoot, edit, reporting) for HDFC Bank, Tata Motors, Maruti Suzuki, Hyundai, Honda, Skoda, Nissan, Kia, MG Motor, Renault, Jawa, Samsung, Redmi, Reliance Digital, TBZ, IndusInd Bank, Bosch and more
- Top branded reels each crossed 75K to 90K+ public views, led by automotive launches (Jawa showroom campaign: 133K+ combined public views across 2 reels; Nissan: 91K+)
- Drove the station to highest listenership in market through daily live shows, voice-overs, and on-ground activations across 6+ years
- Produced branded podcasts, reels, and video series generating millions of views across Instagram, YouTube, and Facebook

E-Commerce Specialist Oct 2016 - Oct 2017

Amazon | Raipur

- Onboarded and launched new sellers on Amazon marketplace; managed product catalogues, listing SEO, and brand content

Early Roles (Internships) 2017

Mangoblogger | Webeneur | MyDukan/36Inc

- Data Analyst: analytics dashboards (DOMO, Tableau, Data Studio); Marketing Analyst: social campaigns and web analytics (Top Marketing Intern); Android Developer: Firebase, DialogFlow, Material UI

On-Camera Talent & Brand Presence Apr 2024 - Present

Film & Web Series | India

- Lead roles in film (Suhaag) and web series (EMI), demonstrating on-camera confidence, scripting, and brand-face capability

SKILLS

Content & Creative: Content Strategy, Vernacular/Regional Content (Hindi, Chhattisgarhi), Video Production, Reels & Short-Form, Script Writing, Voice Over, Brand Storytelling, Podcasting, YouTube Strategy, Copywriting

Brand & Marketing: Brand Campaigns, Campaign Management, Social Media Marketing, Influencer/Creator Marketing, Corporate Communications, Editorial Calendar Management, Community Management, Consumer Branding, SEO, Meta (Facebook/Instagram) Ads

Tools & Tech: AI Content Tools & Prompt Engineering, Python Automation, Video Editing (Premiere Pro, Final Cut Pro, DaVinci Resolve, CapCut), Audio Production (Adobe Audition, Logic Pro), Canva, Google Analytics

Leadership: Team Management (7 direct reports), Cross-Functional Coordination, Stakeholder Management, End-to-End Execution

AWARDS & RECOGNITION

- RJ of the Year: Golden Mikes 2025 (Exchange4Media)
- 5x Flamethrower Award: Radio Mirchi (2021-2024) | Game Changer Award: Radio Mirchi, 2022
- Mirchi Dabangg: Top 5 RJs, 2023 | Media4Child + Immunization Champion: UNICEF
- Manavta Ratna Samman: felicitated by Padma Vibhushan Teejan Bai

EDUCATION & CERTIFICATIONS

B.Tech, Computer Science - ITM University, Raipur (2015-2019); VP, Society of Computer Science
India's First Creator Fellowship (Nas Academy, 2021) | Google Analytics Certification | NVIDIA Deep Learning (IIT Bombay) | Data Analyst with Python (DataCamp)

LANGUAGES

Hindi (Native) | Chhattisgarhi (Native) | English (Full Professional)