

HEM KAUR SIDHU

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Indian 33, English



SUMMARY

FIFA Master 18th edition student, BA (Psychology and Sociology). 9 years' experience in production and broadcasting industry with the last 3 years specialising Sport. Creating strategic partnerships to enhance viewers experience. Working with people from different countries and cultures has given me the ability to easily adapt to different working environments and situations.

PROFESSIONAL EXPERIENCE

DECEMBER 2016 – JULY 2017

BUSINESS DEVELOPMENT, CLIENTE SERVICING & EXECUTIVE PRODUCER PARTICLES, INDIA

Role INVOLVED

- Creative process of 3D animation, mapping and projection to ensure it meets all creative and technical standards for the companies, clients and publishing platforms.
- Engaging new clients with creative pitches
- Representing the company on ground to serve clients and collaborate with co-workers to identify strategic and efficient ways to ensure best outcome for the clients
- Point person for Particles for all clients to ensure quality output and client satisfaction

FEBRUARY 2014 – NOVEMBER 2016

PRODUCER – PREMIUM SPORTS

STAR SPORTS, STAR INDIA PVT. LTV., INDIA

Role INVOLVED

- Planning, organizing & management of the Olympic Games 2016 broadcast coverage
 - Selecting Hindi Feed talent for live commentary and shows
 - Selecting English Feed talent for live shows
 - Organizing training workshops for commentators and hosts
 - Overall point of contact for all talent and studio operations
- Star Sports and McLaren Partnership
 - Initiated and lead the partnership deal
 - Included merchandise, factory/ athlete access, behind the scene footage
- Premier Badminton League
 - Broadcasting and Venue operations (stadium dressing, technical checks)
 - Liaison with Badminton association (technical checks, teams schedule)
 - Point person for all liaison between Star Sports and Association and Teams
- Wimbledon
 - In charge of set design and look and feel of graphics
 - Creating VTs for the shows (pre, mid, post)

AUGUST 2012 – JANUARY 2014

EXECUTIVE PRODUCER

HEM SIDHU & ASSOCIATES, INDIA

Role INVOLVED

- Production Consultant in North India for various production houses and companies
 - Consultant on independent features, cooperate films, training films, content creation for you tube channels, shooting backstories of athletes for Star Sports
 - Clients included Differential Consulting, Particles, Clips Communication, Trak Ads, Optimystix Entertainment, Star Sports

NOVEMBER 2011 – JULY 2012

EXECUTIVE PRODUCER

TRAK ADS, INDIA

Role INVOLVED

- Producing and directing documentaries for Discovery Network
 - Stake holder management and communications
 - Scheduling and organizing entire shoots throughout India, involving planning, budgeting, talent acquisition, execution and report writing

JANUARY 2010 – OCTOBER 2011

INDEPENDENT PRODUCER

FREE LANCE

Role INVOLVED

- Production consultant
 - Budgeting, scheduling and organizing shoots
 - In charge of hiring talent for the projects (camera men, line producers, etc.)
 - Stakeholder management, which included liaising with the clients and delivering the finalized film on time
 - Clients included: Robin Roy Films, Clips, Hyundai Motors India and Amway India

JANUARY 2008 – DECEMBER 2009

DIRECTOR'S ASSISTANT & PRODUCTION ASSISTANT

TRAK ADS, INDIA

Role INVOLVED

- Documentaries for the Ministry of External Affairs and The Asian Pitch(TAP)
 - Budgeting, scheduling and organizing shoots
 - In charge of hiring B role talent for the project
 - In charge of B role shoot
 - Editing and delivering the films
 - Stakeholder management, which included liaising with the clients and following guidelines (QC, TS, deadlines)

SEPTEMBER 2007 – DECEMBER 2008

PRODUCTION ASSISTANT

SYNERGY ADLABS MEDIA LTD, INDIA

Role INVOLVED

- Aap Ki Kachari – Reality Justice TV show on Star Plus
 - Researching and finding cases for the show
 - Point person for Host contact and scheduling.
 - collaborating with non profit organizations to find cases for the show
- Bollywood Ka Boss – Indian Quiz TV show on Sahara Filmy
 - Floor Manager for the show
 - In charge of wardrobe for host and contestants

INTERNSHIPS

- **Sport:** *Leicester Tigers, Rugby Club:* Match Day Operations
- **Public Relations:** *Perfect Relations:* Assisted with organizing events and drafting press releases
- **Art & Culture:** *Christie's Auction House:* Assisted with the inaugural preview and help set up the first India office in India
- **Non-Profit:** *Give India:* Official Charity Partner for the Mumbai and Delhi Marathons
Ritinjali: Teaching underprivileged children
- **Media:** *MTV:* Campus representative, responsibilities included organizing events on campus
Star News: Learnt the process of digitization, introduction to video editing

EDUCATION

2017 TO DATE

FIFA MASTER 18TH EDITION,

INTERNATIONAL MASTER IN MANAGEMENT, LAW AND HUMANITIES OF SPORT

Sport Management Master organized by CIES in partnership with De Monfort University, (Leicester, UK), SDA Bocconi School of Management, (Milan, Italy) and University of Neuchatel, UNINE, (Neuchatel Switzerland)

Ranked as the top postgraduate sports management course in Europe for 2017 by the influential *Sport Business International* global rankings

THESIS: **The impact of grassroots and youth development models on the competitiveness of national football teams:** An analysis of the key issues of Chinese grassroots and youth development system (WORKING TITLE)

2003 – 2007

BA PSYCHOLOGY AND SOCIOLOGY,

SOPHIA COLLEGE FOR WOMEN, MUMBAI, INDIA

This program was a double major, focusing on cognitive psychology, human behavior based on directly observable and measurable actions, which has given me applicable tools and insight on how to work with different societies and people. Concepts learnt have been instrumental in some of the key roles I have been involved in as part of a team in an organizational context and also from a leadership and general interaction setting.

1994 – 2003

ISC & ICSC,

MAYO COLLEGE GIRLS' SCHOOL, AJMER, INDIA

Boarding school, has been a great experience which taught me to become my own person, living and working with people from different walks of life. It gave me the opportunity to learn and practice different sports at a national level.

I was very active in sports and extracurricular activities with a keen focus on school theatre productions.

KEY COMPETENCIES

- Leadership
- Communication
- Logical Reasoning
- Resourcefulness
- Strategic Approach

- Teamwork
- Planning and Organization
- People Management
- Creative Thinking
- Understanding/ Adjusting

Technical Skills

- Computer Literacy:
MS Office, Final Cut Pro,
Adobe Premiere Pro (Basic)
Photo Shop (Basic)
- Languages:
English, Hindi, French (Basic)

REFERENCES

Professional: Mr. Dipankar Bose [*Project Head, Olympics 2016, Star Sports*]

Email: bose.dipankar@gmail.com;

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Academic: Mr. Martin Polley [*Director, International Centre for Sports, History and Culture DMU;*
Professor of Humanities, The FIFA Master]

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