Priyank Sharma

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Summary

A highly proficient and adept professional with extensive 'hands on' expertise combined with wide experience in the designing, setup, implementation and monitoring of web technologies. An organizer who prioritizes and allocates resources, both human and material, to best effect. Articulate and confident, a strong and practiced communicator who uses initiative, time management and confidence in a personal performance role and establishes stable relationships at all levels. Proactive and innovative with in-depth knowledge of the latest web trends and related technologies.

Areas of Expertise

- User Interface/User Experience Design
- Responsive Design
- HTML5/CSS3
- Web standards

- Project/People management
- Web hosting/administration
- SEO/Web analytics
- WordPress development

- Ajax/JavaScript implementation
- Newsletter development
- Photoshop/Dreamweaver/Flash
- Social media

Professional Experience

Assistant Manager – New Media, *Sony Entertainment Television (setindia.com)*, Oct 2012 to present
- Management of Design and Technology for Sony Television's video-on-demand product: Sony LIV
- Overall design, development & management of Kaun Banega Crorepati website
- Liaising with the IT department and various vendors to ensure optimum delivery
- Responsible for SEO of all new media properties
- Designing and Front-end development of various child properties viz. Indian Idol, Filmfare Awards, etc.
- Management of web inventory for external/internal advertising campaigns
- Pro-active involvement by delivery of mockups in Sales pitches for revenue generation

Senior Art Director, *Digital Law & Kenneth (lkdigi.com)*, May 2012 to Oct 2012
- Managing and handling creative work for Godrej, Tata Capital, Bombay Dyeing, GVK, etc.

Creative Head, *Coral Hub Online Services (coralhub.com)*, July 2010 to May 2012
- Management of the entire User Interface/User Experience for Coral Hub
- Instrumental in defining Business Rules for the e-commerce portal
- Overall design, development & management of weekly newsletters
- Working closely with the entire development team on minor as well as major developments
- Responsible for complete branding of Coral Hub and its various entities; ranging from logos to visiting cards & much more
- Designing and Front-end development of Coral Hub and its sister websites
- Proactive in effective Social Media awareness of the brand

Rich Media Specialist, *Yahoo! India (in.yahoo.com)*, July 2007 to July 2010
- Designing, development & overall management of Yahoo! Messenger IMVironments and Yahoo! Messenger Audibles for the Indian market

- Conducted IMVironment workshops in digital agencies like Hungama and iRealities
- Handling a lot of engineering tasks as well, which have considerably reduced the turnaround time and smoothened the flow of entire work processes within the organization
- Managed the entire BiggBoss3 website which involved chat sessions with the participants and direct co-ordination with the client, the vendor and the internal engineering team
- Worked alongside the web development team on micro sites for movies like Jodha Akbar, Drona, Race, Luck By Chance, etc.
- A complete mini-site was developed inside a massive banner for the Indian Premier League which included entire team details, videos, schedule and everything in between
- Conceptualized and developed a unique banner unit called 'Movie Theatre' for Yahoo! India Movies
- Worked on almost all brands out there in the market ranging from Auto and Finance to FMCG
- Mastered homepage takeovers, page tears and a lot of innovative creatives using AdInterax on Yahoo! India properties
- Designed mobile websites for a lot of major brands including Pepsi, Citibank, LIC, Samsung, etc.
- Worked closely with producers to rollout total solutions for big time brands like HUL, Vodafone, Airtel, Turner, Reliance, L'oreal, Lakme, General Motors, Honda, etc.

Graphic Designer, *Tribal DDB India (tribalddbindia.com)*, October 2005 - June 2007
- Worked as part of the creative team for the overall look and feel of British Telecom's official website
- Managed the entire creative deliverables of a 6 month long TimesJobs campaign
- Worked on major brands like Honda, Yatra Online, MagicBricks, SimplyMarry, MTV India, etc.

Education and Training

- *BCom (Correspondence)*, 2011
- *Flash Actionscripting*, Compufield Computer Institute, 2009
- *Comprehensive Multimedia Course*, Arena Multimedia, 2005
- *Web Designing & Visual Basic Programming*, Star Institute, 2001

Honours & Awards

- *Godrej Properties (godrejproperties.com)*, Asian Leadership Awards 2012
- **Abby Silver & Abby Bronze**, *Aila! Tendulkar (MTV India)*, Goafest 2008