

KARTHIK LAKSHMINARAYANAN

EXECUTIVE PRODUCER | CREATIVE LEAD | BRANDED CONTENT & CREATIVE PRODUCTION

+91 77100 07095 | karthiknarayan@rocketmail.com | Mumbai, India | Open to Bengaluru / Delhi NCR / Remote | [LinkedIn](#)

PROFILE

Executive Producer and Creative Lead with 12+ years building high-impact content and production systems across Disney Star, Discovery Networks, D2C, EdTech and independent brand work. At Star Sports, led major multi-platform projects across IPL, ICC Cricket, Pro Kabaddi, hockey and Khelo India, building digital franchises that crossed 100M+ views and delivering sponsor-led integrations. At Saadaa, built a 12-person creative team and a 260-video monthly brand + performance engine. Owns the full brief-to-delivery journey across concepts, scripts, budgets, shoots, post, creative QC, agencies, vendors and stakeholder reviews, with AI-assisted workflows used to improve speed and iteration without compromising craft.

100M+

views across Star Sports digital franchises
views across Star Sports digital franchises

260 / month

brand + performance videos at Saadaa
brand + performance videos at Saadaa

12-person team

writers, editors, designers & producers
broadcast, digital, branded & live production

CORE EXPERTISE

Executive Production · Creative Direction & Storytelling · Brand Films & Branded Content · Integrated Campaigns · Original IPs · Social & Performance Creative · Live / Studio / Field Production · Post / Motion / VFX Supervision · Creative Operations & QC · Team Leadership · Budgets & Vendor Management · Client / Stakeholder Management · Localization · AI-Assisted Production

SELECTED RELEASED WORK

[Game Banaega Name | 33M views](#)

[All Rounders Face Off | 18M views](#)

[Epic Clash: Dhoni v Kohli | 23M views](#)

[Aayenge Hum Waapas | 927K views](#)

EXPERIENCE

INDEPENDENT / 94 FILMS / STARWEAVER | Executive Producer & Creative Consultant

Nov 2024 - Present

Mumbai / Remote | Project-based & consulting engagements

- Lead branded and commissioned content from brief to final delivery, owning creative scoping, concepts, scripts, budgets, PPMs, shoots, post-production, client reviews and final assets.
- Through 94 Films, led 15+ branded and government-commissioned engagements across travel, lifestyle, corporate and campaign storytelling, coordinating crews, vendors and stakeholders end to end.
- For Starweaver, an EdTech / professional-learning business, led the two-season, 12-episode Meet the Gurus series across India, the US and Europe and built a modular pipeline that turned long-form expert content into 50+ platform-native assets.
- Coordinated Starweaver's corporate website redesign with an external agency and applied AI-assisted research, scripting, voice and post workflows to accelerate iteration across content deliverables.

SAADAA | Manager - Creative Production

Feb 2026 - Jul 2026

Jaipur | D2C brand

- Built and led a 12-person multidisciplinary creative production team across writing, video, design and production; set standards for concepts, scripts, shoots, edits and final creative QC.
- Ran a 260-video monthly engine: 60 brand videos and 200 performance ads across Instagram, YouTube and Meta, balancing brand consistency, platform-native craft, speed and conversion goals.
- Partnered with Brand, Marketing and Performance to translate business objectives into hooks, formats and production plans; used ROAS, CAC/CPC, impressions and audience response to guide iteration.
- Introduced PPMs, daily scrums, review gates and repeatable shoot-to-edit workflows; embedded Runway ML, ElevenLabs, Descript, CapCut AI, ChatGPT and Claude into ideation, voice, cleanup and versioning.

DISNEY STAR / STAR SPORTS | Senior Producer

Dec 2018 - Oct 2024

Mumbai | Integrated campaigns, original IPs, branded integrations & live sports

- Led concept-to-delivery creative production across 30+ major projects annually spanning IPL, ICC Cricket World Cup, Pro Kabaddi, FIH Hockey World Cup and Khelo India across television, Hotstar and social.
- Built and scaled digital franchises including Star Nahi Far, Siddhuism, AskStar and Googlies, collectively crossing 100M+ views; shaped originals including Believe, Inside RCB, The Super Kings Show and Follow the Blues.
- Produced sponsor and talent integrations including Wrogn x Inside RCB, translating partner briefs into treatments, scripts, shoot plans, branded segments, feedback rounds and approved final assets.
- Led producers, editors, motion designers, agencies and freelance crews through scripts, storyboards, shoots, post, graphics, sound, finishing and delivery; supported 200+ digital assets a month at peak cycles.
- Worked across Programming, Marketing, Social, Analytics, Broadcast Technology, commercial stakeholders and external partners, resolving competing priorities while protecting creative quality and deadlines.

EXPERIENCE CONTINUED

DISCOVERY NETWORKS ASIA PACIFIC | Executive - Programming & Localization

Dec 2016 - Dec 2018

Mumbai | Global brand governance, localization & network launches

- Owned Tamil and later Tamil/Hindi language customization end to end across Discovery Channel / HD, Discovery Tamil, Animal Planet and Discovery Kids: studio selection, onboarding, work allocation, adaptation, dubbing, QC and broadcast delivery.
- Managed external studios and language partners while aligning Programming, Editorial, Marketing and Broadcast teams on cultural tone, factual accuracy, voice performance, technical readiness and brand standards.
- Core team member for the launch of Discovery Jeet, supporting programming, launch catalogue and production coordination; also contributed to Veer by Discovery and marquee digital / brand initiatives.
- Turned high-volume content requirements into repeatable production and QC workflows, balancing regional relevance with the standards of global Discovery brands.
- Built strong vendor and stakeholder operating rhythms across simultaneous channels, languages and delivery deadlines.

SHOP CJ INDIA | Producer - Studio Programming

Apr 2015 - Dec 2016

Mumbai | Live commerce, consumer brands & regional channel launches

- Produced high-frequency live commerce shows and supporting AVs across beauty, fashion, home, electronics and lifestyle, featuring products from brands including VLCC, Samsung, Puma, Crocs and Electrolux.
- Took product stories from merchandising brief to script, demonstrations, graphics, studio direction and live delivery, working closely with presenters, control-room teams and category stakeholders.
- Core team member for the launches of Shop CJ Tamil and Telugu, adapting language, hosts, pacing and product storytelling for regional audiences.
- Worked in a real-time sales environment where creative clarity, product understanding and execution directly supported consumer response.

CINERANG STUDIO PVT. LTD. | Creative Producer

Oct 2013 - Jul 2014

New Delhi

- Developed scripts, promotional concepts and branded film treatments, coordinating shoots and post-production through final delivery.

CREATIVE, PRODUCTION & AI TOOLKIT

Creative / AI: Adobe Premiere Pro, After Effects, Photoshop (creative review / production workflows) · Runway ML · ElevenLabs · Descript · CapCut AI · ChatGPT · Claude

Production: Creative development · treatments · scripting · PPMs · live / studio / field production · edit supervision · motion / VFX review · sound · localization · QC · delivery · budgets · agencies · vendors

LEADERSHIP & OPERATING STYLE

- Creative leader with production depth: comfortable moving from idea, treatment and story structure into the realities of budgets, crews, post, approvals, versioning and delivery.
- Client- and stakeholder-facing communicator who can present creative rationale, absorb difficult feedback, negotiate trade-offs and keep teams moving toward a stronger final output.
- Builds systems as well as content: clear briefs, PPMs, review gates, QC standards, vendor rhythms and AI-assisted workflows that make quality repeatable at scale.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master's Degree in Mass Communication - Guru Gobind Singh Indraprastha University, New Delhi | 2013

Bachelor's Degree in Mass Communication - Jagannath Institute of Management Sciences, New Delhi | 2010

AI-First Product Management - Airtribe | 2026 | Formal training in AI-first product thinking, experimentation, metrics and workflow design