

Priyanka Goswami

Content Head

✉ 23priyankagoswami@gmail.com

☎ 9958929505 📍 Mumbai, MH

📄 Profile 🔗 Portfolio

🧠 SKILLS

Team Lead

Writing & Conceptualizing

Audio-Visual Production

AI Video Production

Direction

Video Editing

Gen-AI Tools

Sound Editing

Pitch Decks & Treatment Notes

Budgeting

Adobe Suite

Google Suite

🎓 EDUCATION

MA Filmmaking, UCA

2022 – 2023 | United Kingdom

MA. Mass Communication & Journalism, AAFT

2016 – 2018 | Noida

BA English Hons, University of Delhi

2013 – 2016 | Delhi

🌐 LANGUAGES

Hindi | English

👤 ABOUT ME

Storyteller with 9+ years of global experience in writing, concept development, production and direction for audio-visual mediums. My greatest strength lies in crafting narratives based on my ability to make strong everyday observations. I believe in using clear communication and emotions to capture and resonate with a broad audience.

📁 EXPERIENCE

Creative Lead, Pocket FM

10/2024 – 04/2026 | Mumbai

- Architect Gen-AI and live-action cinematic IPs for audio-storytelling platform.
- Mentor & lead cross-functional pod of writers, editors & sound engineers to produce show trailers & test for scaling.
- Founded & scaled the industry-first AI Video Pod, building rapid experimentation pipelines and first-to-market assets.
- Develop performance-driven strategies to drive user acquisition & engagement.
- Use analytics-led insights to optimise narratives & improve content performance.

Freelance Producer | Educator, Paperstars Entertainment

09/2022 – 10/2024 | London

- Produced & Directed brand films, cross-culture short films, documentaries and social-first narratives in the United Kingdom.
- Engineered content frameworks and strategic media strategies for brands as a consultant
- Mentored emerging filmmakers in advanced narrative craft and visual dramaturgy.

Conceptualizer | Producer, Mirchi

05/2021 – 08/2022 | Mumbai

- Delivered brand partnerships across Mirchi's radio, digital & on-ground platforms, driving ROI.
- Fused consumer insight, pop culture & brand strategy into scalable ideas.
- Directed cross-functional teams to deliver integrated, multi-channel brand experiences.
- Activated trends and audience moments to enhance brand relevance, engagement, and recall.

Creative Producer, FCB Kinnect

11/2019 – 02/2021 | Mumbai

- Wrote and produced multi-platform campaigns for Indian & global brands.
- Managed budgets, timelines, and vendor execution, balancing operational efficiency with creative precision.
- Delivered insight-driven, performance-optimised creative solutions aligned with strategic objectives.

AWARDS

- **India Audio Summit & Awards (IASA) 2025** — *Super Yodha*, **Best Show (Fantasy)** (Winner)
- **India Audio Summit & Awards (IASA) 2025** — *Shoorveer*, **Best Science Show** (Nominee)
- **E4M Golden Mikes Awards 2024** — *Shoorveer* (Pocket FM), **Sci-Fi Category** (Winner)
- **Golden Mike Awards 2023** — *Super Yodha*, **Silver**
- **Lift-Off Global Network Sessions (2023)** — Official Selection, *Wild Wild Pets*
- **13th Annual Shorty Awards (2021)** — Gold, Best Use of Hashtag
- **13th Annual Shorty Awards (2021)** — Gold, Best PSA Campaign
- **Mad Over Marketing (MOMMYS) (2021)** — Silver, Best Use of Hashtag
- **IAMAR's 11th IDA (2021)** — Silver, Best Messaging Campaign
- **The Webby Awards (2021)** — Honoree, Public Service & Activism
- **Brand Equity Shark Awards (2020)** — Gold, Best Consumer Insights Campaign
- **MMA Smarties (2020)** — Gold, Social Impact / Not for Profit
- **Afaqs! DIGIES (2020)** — Silver, Best Use of Hashtags

- Collaborated closely with strategy, account, & media teams to amplify campaign impact.

Associate Producer & Director, Going Rogue Films

11/2018 – 10/2019 | Gurugram

- Directed narrative-rich brand films & digital content
- Led high-volume shoots with operational & artistic precision
- Managed projects from concept inception to cinematic delivery

Copywriter, August Communications

06/2018 – 11/2018 | Gurugram

- Crafted insight-led copy and scripts across digital, blogs, & short films.
- Enabled integrated campaigns with clear, consistent messaging.
- Applied SEO + analytics to improve content reach & performance.

ADDITIONAL PROJECTS

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| • Writer & Director - Vertical Micro Series | • Mentor & educator with Paperstars Entertainment |
| • Writer's Assistant for multiple TV shows | • Associate Producer for Tata Sky's Active Cooking |