2026

Jitendra Kumar Bhattacharya

Creative Director | Media & Entertainment Strategist | Micro Drama Creator | Digital & AI-Driven Content Innovator

MY PORTFOLIO



2026



CONTENT

03 ABOUT ME

04 VISION & MISSION

05 WORK EXPERIENCE

06 PORTFOLIO HIGHLIGHT

07 PORTFOLIO HIGHLIGHT

08 CORE EXPERTISE AREAS

09 Sports, Media & Entertainment Collaborations

10 CONTACT

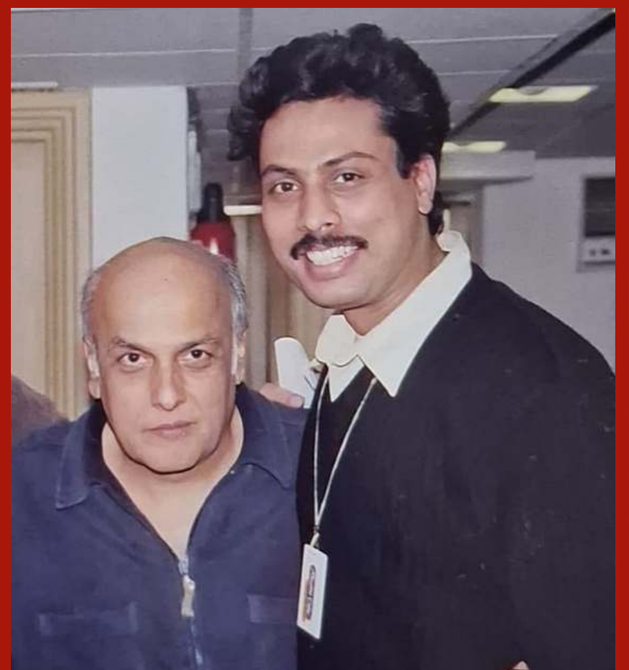
2026

ABOUT ME

I am Jitendra Kumar Bhattacharya — a Media & Entertainment Leader, Creative Director, Content Strategist, Micro Drama Creator, and Digital & AI-Driven Content Innovator with over 26 years of experience across Radio, Television, Music, Digital Media, Podcasts, and Emerging Content Ecosystems. From helping shape India's private FM broadcasting journey to advising on content strategy, audience engagement, media innovation, and future-ready storytelling, I bring a unique blend of creative leadership, business insight, and multi-platform content expertise.









2026

VISION

To create impactful, future-driven media experiences by blending storytelling, innovation, mentorship, and audience insight across radio, digital, television, and emerging entertainment platforms while inspiring the next generation of creative professionals.











MISSION

- To lead innovative content ecosystems through powerful storytelling, audience insight, and multi-platform media strategy.
- To inspire and mentor emerging creative talent with real-world leadership and entertainment industry experience.
- To shape impactful media experiences by blending creativity, technology, and strategic vision across evolving entertainment platforms.

WORK EXPERIENCE

Today, I work as an Independent Media & Entertainment Consultant, Content Strategist, Micro Drama Creator, and Digital & AI-Driven Content Innovator. Leveraging over 26 years of industry experience, I advise media companies, production houses, educational institutions, investors, and emerging content platforms on content strategy, audience engagement, programming innovation, and media business opportunities. **Since July 2025**, I have been associated with **Gerson Lehrman Group (GLG),** the world's largest expert network, providing strategic insights on Radio, Audio Entertainment, Digital Media, Content Monetisation, and the evolving Media & Entertainment landscape in India. Alongside consulting, I am actively conceptualising original **Micro Drama properties** and mobile-first storytelling formats across **Crime, Thriller, Horror, Relationship, and Family Drama** genres for production houses and digital platforms. My current focus is on combining creative storytelling, audience intelligence, emerging technologies, and AI-assisted workflows to develop future-ready content experiences for the next generation of media and entertainment consumers.a subheading

EARLY MEDIA & RADIO JOURNEY

My professional journey began in the late 1990s in the world of audio production, music recording, and broadcast content creation. During my formative years, I worked with leading studios and media organizations including **Zee TV, HMV, Cyber Sonixx, Sanchar Bharti,** and other prominent production facilities in Delhi. At Zee TV, I was involved in dubbing and sound recording projects, including multilingual adaptations of popular television content such as Sanjeev Kapoor's Khana Khazana in Punjabi and Urdu. I also contributed to numerous music productions for **HMV** and independent studios, working on Bhajans, Ghazals, Geet, devotional music, voice-overs, and promotional recordings alongside respected musicians including **Babla Ji (brother of Kalyanji-Anandji), Jitu Shankar Ji, and Bhawani Shankar Ji.** In addition, I produced Government communication campaigns and radio programmes in more than **13 Indian languages**, gaining valuable experience in large-scale multilingual content production.

A defining milestone came in 2001 when I joined the founding team of **Radio City,** India's first private FM radio venture launched by **Star TV** and inaugurated by **Shri Amitabh Bachchan.** Over the next 25 years, I witnessed and contributed to Radio City's growth from a single station into a leading network across 39 cities, eventually serving as **Deputy General Manager (Programming),** leading content strategy, branded campaigns, podcasts, digital storytelling initiatives, and national entertainment properties across multiple platforms.

2026









PORTFOLIO HIGHLIGHTS

2026

















Core Expertise Areas

1. Content Strategy, Creative Leadership & Media Innovation:-

Expert in conceptualizing, developing, and leading high-impact content across Radio, Television, OTT, Digital Media, Podcasts, YouTube, Social Media, and emerging Micro Drama platforms by combining storytelling, audience insights, content strategy, media business understanding, and AI-driven creative innovation.

2.**Audio-Visual Production, Storytelling & Multi-Platform Content Development**

Extensive hands-on expertise in audio-video production, music recording, podcasting, digital storytelling, branded content, live entertainment, and Micro Drama development, supported by deep technical, creative, musical, and practical understanding of modern media and entertainment production ecosystems.

3.Media Consulting, Talent Development & Creative Team Leadership

Proven ability to lead and mentor cross-functional teams comprising writers, producers, RJs, editors, videographers, musicians, sound engineers, and digital creators while advising organizations, investors, educational institutions, and content platforms on audience engagement, content excellence, innovation, and sustainable growth strategies.

2026

Sports, Media & Entertainment Collaborations

Sports and entertainment have also been an important part of my creative journey. Over the years, I had the opportunity to conceptualize, produce, and manage engaging media interactions, entertainment properties, and special content collaborations involving renowned Indian sportspersons from different fields. Through radio, live events, interviews, branded campaigns, and digital storytelling, I explored the emotional and inspirational side of sports, creating audience-driven experiences that connected athletes with millions of fans across platforms.











2026



Jitendra Kumar Bhattacharya

+919811531116

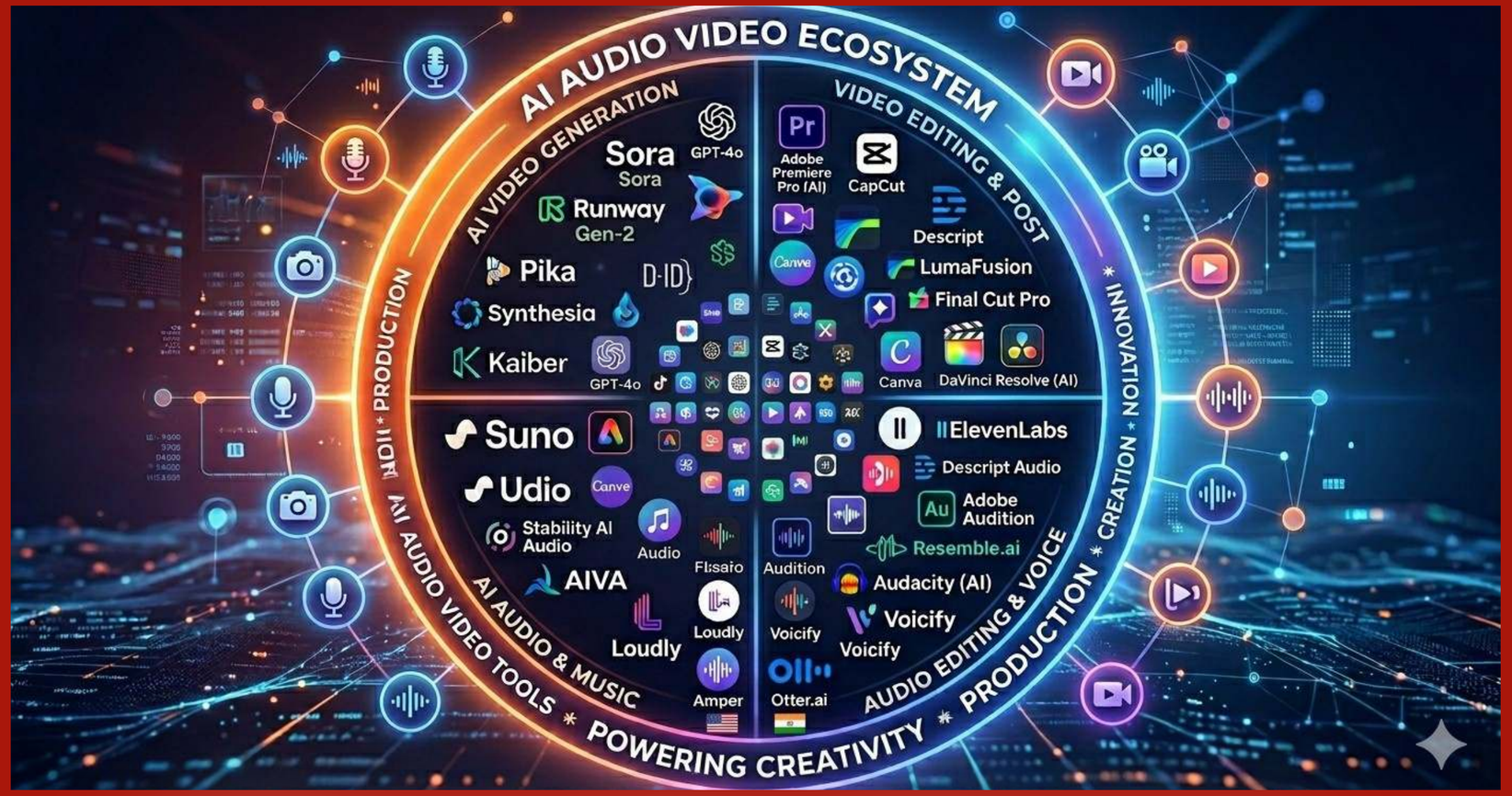
0129-4015363

jitendra.bhattacharya@gmail.com

CONTACT

LET'S CREATE SOMETHING BEAUTIFUL TOGETHER.

2026



Thank You!