



# GANESH PRADHAN

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## ABOUT ME

I'm a media operations professional with hands-on experience in digital broadcasting and daily channel scheduling. I enjoy working in fast-paced environments where accuracy and timing matter. With a strong understanding of playlist management and teamwork, I aim to contribute to smooth and efficient media workflows. I believe in learning continuously and growing with every challenge.

## EDUCATION

**MASTER OF ARTS IN ENTERTAINMENT MEDIA AND ADVERTISING (CURRENTLY PURSUING) FROM RAMNIRANJAN JHUNJHUNWALA COLLEGE.**  
Year: 2024 - 2026

**BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION) FROM CHANDRABHAN SHARMA COLLEGE OF ARTS, COMMERCE AND SCIENCE**  
CGPI: 7.92  
Year: 2020 - 2023

**HSC FROM CHANDRABHAN SHARMA COLLEGE OF ARTS, COMMERCE AND SCIENCE**  
Percent: 63.63%  
Year: 2019 - 2020

**POST GRADUATION DIPLOMA IN DIGITAL MARKETING AND ADVERTISING**  
Grade: A  
Year: 2022

## SKILLS

- Canva
- Ms Power point
- Ms Microsoft word
- Basic Excel
- Teamwork
- Problem Solving
- Leadership
- Communication

## LANGUAGES

Hindi  
English  
Odia  
Marathi

## WORK EXPERIENCE

### CURRENTLY WORKING AS DIGITAL OPERATIONS EXECUTIVE WITH SKANDHA MEDIA SERVICE PVT LTD

JANUARY 2024-NOW

I worked on managing 24x7 playlist scheduling for TV and digital channels like Hare Krishna TV, One Take Media, Green Chillies, and many more clients. My main duties included creating weekly playlists, updating daily schedules, and ensuring smooth content playout on all platforms. I closely worked with the NOC team to avoid any broadcasting issues and solve problems quickly. I also handled content delivery, checked content quality, and maintained proper channel logs.

#### Toffee | Live Event Operations & Downlink Management

- Managed end-to-end downlink setup and technical operations for major international cricket events.
- Ensured seamless live feed reception, monitoring, and platform distribution with minimal latency and high signal integrity.
- Delivered feeds through the official Toffee platform.
- **Key Events:**
  1. ICC World Test Championship Final (2025)
  2. ICC Champions Trophy (2025)
  3. ICC Women's U19 T20 World Cup (2025)
  4. IPL & PSL Seasons (2025)
  5. ICC Women's T20 World Cup (2024)
  6. ICC Men's T20 World Cup (2024)
  7. Ireland Tour of Zimbabwe Series (2025)
  8. Bangladesh vs West Indies Series (2024)

#### FanCode| Live Event Operations & Downlink Management

- Oversaw technical operations for satellite downlinks and live broadcast feed delivery across multiple sports.
- Coordinated with internal teams and external partners to ensure real-time monitoring, error resolution, and uninterrupted streaming.
- **Feeds delivered via FanCode App and Prime Video.**
- **Key Events:**
  1. Cricket: South Africa Tour of Bangladesh, England Tour of Pakistan
  2. Football :UEFA U21 Championship, Copa Del Rey, German Cup, FIFA WC Qualifiers, La Liga, EFL Ligue 1/2, EFL Championship, Japanese League, Australian League
  3. Golf: PGA Championship, Senior PGA Championship, Soudal Open, European Tour, Turkish Airlines Open, USGA US Open WF, Hotel Planner Tour, PGA Tour Live
  4. Formula 1: Saudi Arabia, Miami, Emilia Romagna, Monaco, Spanish & Canadian Grand Prix
  5. Basketball: EuroLeague
- **Key Responsibilities:**
  6. Real-time downlink troubleshooting and signal integrity assurance
  7. Event-to-IRD mapping for accurate channel assignment
  8. Feed documentation and audit trail via Google Sheets
  9. Coordination of encoding and platform integration for live delivery

#### Viacom18 - Social Media Live Streaming (Colors TV's Mannat) 2024

- Delivered five consecutive days of high-quality live streaming across Facebook, YouTube, and Instagram.
- Managed encoding, multi-platform integration, and performance tracking to ensure viewer stability and engagement.

## ACHIEVEMENT

### Potential Leadership Quality- 2024

Certificate of Appreciation from Skandha Media Services for demonstrating Potential Leadership Quality. Honored and grateful to be recognized for my contribution and responsibility in media operations.