

Brian D'Souza

Assistant General Manager (AGM) - Digital - (9X Network)

briancdsouza@gmail.com

Summary

Everyone is born with creativity within. But finding ways to express ones creativity, is what I've been doing for the past 12 years in the Media Industry, with the 2 things I am most passionate about, Music & New Media. I firmly believe that creativity has no limits and imagination no boundaries, every step is an opportunity to experience, learn and to express better. The past 12 years have seen me exercise my skills in various Industry Sectors - Pharma, Print, Advertising, Music Production + Publishing, Event Management & Television. Please do find below a brief summary of some of my work - :Television: Producing - Managing - Developing digital properties for India's Leading Channels. 9XM - India's Number 1 Bollywood Music Channel, 9XO - 100% pure International Music Television Channel, 9X Tashan - India's Number 1 Punjabi Music Channel, 9X Jhakaas - Maharashtra's first Marathi Music Channel, 9X Jalwa - India's First Music Channel Completely Dedicated to Timeless Bollywood Hits, Other Channels: 9XM (UK) - India's No.1 Bollywood Music Channel 9XM in United Kingdom. 9X - General Entertainment Channel NEWS X - 24-hour rolling News television Channel. :Music Production & Live Event : Creative Consultant + Producer + Promoter, Artwork / Video Director, Label Head. "Bryan Adams" – Live in Mumbai – Media Management. "Awake & Arise" – Produced Tribute to the Spirit of Mumbai Album. "Think Again" – Produced India's & Asia's First Ever Online Gospel Music Album. "Enter-Exist-Exit" – Produced India's First Rock Video Compilation Album. "Native Noise" - Produced India's First Hindi Rock Online Compilation Album. :Advertising : Some of the Brands/Concept Pitches worked on as a Concept Artist / Graphic Designer /Web Designer / Visualizer @ Agencies/Freelance Jobs. Casio, Jack Daniels, Durex, Johnson & Johnson, St.Xaviers College, Vidyasagar Classes, Nimble Foundation, RichAudio, Furtados, Adidas, WinVision Itech, 7Up, Smarties and other respectable brands/clients.

Experience

Assistant General Manager (AGM) - Digital - across 9X Network of Channels at 9X Media Pvt. Ltd.

May 2007 - Present (8 years 9 months)

Producing - Managing - Developing digital properties for India's Leading Music Channels SpotboyE, 9XO, 9XM, 9X Tashan, 9X Jhakaas, 9X Jalwa & E-Commerce Portal - Mezza9X.

Founder + Creative Head at Green Ozone

January 2005 - January 2007 (2 years 1 month)

Founder + Creative Head responsible for some of the first of it's kind Music Compilation Production & Releases in India like the following - (1) "Awake & Arise" – Produced Tribute to the Spirit of Mumbai Album. (2) "Think Again" – Produced India's & Asia's First Ever Online Gospel Music Album. (3) "Enter-

Exist-Exit” – Produced India’s First Rock Video Compilation Album. (4)“Native Noise” - Produced India's First Hindi Rock Online Compilation Album.

Manager - Creatives / Visuals at Paramount Vision

August 2005 - August 2006 (1 year 1 month)

Creative Brand specific graphic Visualiser responsible for several Pharma based Advertising Presentations/ Graphics & also conceptualizer for the Wella - Box set packaging launch.

Manager - Web Development + Product Design at Herbochem Industries

August 2004 - October 2005 (1 year 3 months)

Creative Graphic & Web Designer responsible for over 50 major Pharma based Herbal Product packagings. Also Responsible for the Design - Maintenance & Launch of the company's official website.

Art Director - Maximedia - Maxzine at NIIT

August 2003 - September 2005 (2 years 2 months)

Responsible for Creatives + Graphics & putting together fresh Content as part of a 4 member Team at NIIT. Successfully put out 24 issues in 2 years as part of Professional Practise (PP) after completing the GNIIT course.

Graphic + Web Designer at St.Stanislaus Ex-students Association

January 2000 - December 2002 (3 years)

Responsible for Design & Launch of the St.Stanislaus Ex-Students Association - Official Website.

Volunteer Experience

Graphic Designer at University of Mumbai

October 2003 - October 2003 (1 month)

Designed the Event Poster for UDAAN 2003 - annual University Campus Festival

Organizations

9X Media Private Limited

May 2007 to Present

Publications

Brian D'Souza - Featured in DNA

DNA September 10, 2008

Authors: Brian D'Souza, Divya Unny

Brian D'Souza - Featured in the Indian Express

Indian Express July 30, 2008

Authors: Brian D'Souza, Paroma Mukherjee

Brian D'Souza - Featured in the Bombay Times (13th Anniversary Issue)

Times of India October 17, 2007

Authors: Brian D'Souza, Nicole Dastur

Brian D'Souza - Featured in West Side Plus

Times of India June 1, 2006

Authors: Brian D'Souza, Kalpit Mankikar

Brian D'Souza - Featured in Rock Street Journal

RSJ August 9, 2003

Authors: Brian D'Souza, Amit Saigal

Brian D'Souza - Featured in Mid-Day

MID-DAY May 14, 2002

Authors: Brian D'Souza, Narendra Kusnur

Brian D'Souza - Featured in Bombay Times

Times of India April 17, 2002

Authors: Brian D'Souza, Nicole Dastur

Brian D'Souza - Featured on WSP

Times of India November 3, 2004

Authors: Brian D'Souza, Kalpit Mankikar

Brian D'Souza - Featured in Just Like That (Magazine)

JLT - Times of India March 18, 2002

Authors: Brian D'Souza, Joel Pereira

Honors and Awards

Indian Digital Media Award (IDMA Awards) - Bronze Award

IDMA Awards

June 2014

9X Media (Team Digital) bagged the Bronze @2014 Indian Digital Media Awards for Tweetdown (www.tweetdown.in) - Best Website + Microsite.

Promax - India | BDA Awards (1 Gold + 2 Silver Awards)

Promax | BDA Awards

May 2014

9X Media bagged the following - Gold - Promax - India | BDA Award - For Best Original Logo Design (9XM) Silver - Promax - India | BDA Award - For Best On-Air Ident (9XM) Silver - Promax - India | BDA Award - For Best Programming Title Sequence (9XM)

W3 Silver Award

W3 + International Academy of Visual Arts - USA

October 2013

9X Media (Team Digital) bagged the Silver @ the 8th Annual W3 Awards for iPad/Online game "Stop That Silly"!

Indian Digital Media Award (IDMA Awards) - Bronze Award

IDMA Awards

June 2013

9X Media (Team Digital) bagged the Bronze @2013 Indian Digital Media Awards for iPad game "Stop That Silly"!

Communicator Gold Award

International Academy of Visual Arts, New York - USA

May 2013

A win for the 9X Media - Digital Team. 9XM's Stop That Silly wins 'The 19th Annual Communicator Gold Award' for excellence in Mobile Gaming. The Communicator Awards is sanctioned and Judged by the International Academy of Visual Arts, New York - USA.

Limca Book of Records

Limca Book of Records

June 2012

9XM entered the Limca Book of Records for creating the biggest wall of music in India. The digital wall, created for World Music Day in 2012, enabled viewers to download free music for a day. Within a time-frame of 12 hours, approximately 10,000 downloads were reported.

Promax | BDA Awards (World Gold + Silver Award)

Promax / BDA

June 2008

The launch of 9X won the World Gold Promax | BDA design award for Best Collaborative Effort and the Marketing Video/Presentation won the World Gold and World Silver Promax Award in Internal and External category respectively. "9 times more drama" won the World Silver Promax Award in Daypart/Block Of Program category and Mission Ustaad. "Jago India" won the World Silver Promax | BDA design award in the Music Video or Short Subject category. I was a part of the INX Studio / Online Promotions Team (Creative Consultant).

Languages

English

Hindi

(Limited working proficiency)

French

(Elementary proficiency)

Skills & Expertise

Online Operations

Advertising

Online Advertising

Video

Graphics

Social Media Marketing

Creative Direction

Brand Management

Photography
Photoshop
Social Media
Digital Media
Web Design
New Media
Graphic Design
Pay TV
Television
Digital Marketing
Music
Content Strategy
Event Management
Public Relations
Broadcast
Content Development
Media Planning
Marketing Communications
Digital Strategy
Creative Writing
Entertainment
Web Development
Publishing
Video Production
Sound
Corporate Communications
Multimedia
Radio
Mobile Marketing
Brand Development
Art Direction
Media Production
Broadcast Television
E-commerce
Media Relations
Dreamweaver
Adobe Creative Suite
Creative Strategy
Corporate Branding
Content Management
User Experience
User Interface Design

Education

National Institute of Management

MBA, Media Management, 2005 - 2007

Activities and Societies: Specialization: Media Management Major

EMDI

PGDEM, Event Management & Marketing, 2005 - 2006

Activities and Societies: Post Graduate in Event Management & Marketing – EMDI – IES Management College Bandra.

GNIIT

IT (Information Technology), Graduate in IT – NIIT - India., 2002 - 2005

Activities and Societies: Completed my GNIIT from NIIT - Mumbai Bandra alongside a BA Degree from the University of Mumbai. PP (Professional Practise for GNIIT completed at NIIT (Maximedia) - Bandra (6 Months) and HerboChem Industries (6 Months)

University of Mumbai

BA, Bachelor of Arts, 2002 - 2005

Activities and Societies: Udaan 2003

St.Andrews College Bandra

HSC, Higher Secondary Certifications - Science (Stream), 2000 - 2002

Activities and Societies: Completed HSC - in the Science Stream from St.Andrew's Junior College, Bandra, Mumbai.

St.Stanislaus High School Bandra

SSC, Secondary School Certifications, 1987 - 1998

Activities and Societies: Completed 11 years of schooling from Jesuit educational institution - St.Stanislaus High School, Bandra, Mumbai. (Junior K.G. to STD X)

Honors and Awards

(2008) Citizen Bank - Award for Academic Excellence (MBA). (2007) Citizen Bank - Award for Academic Excellence (PGDEM). (2006) National Award (For Concept & Design) – at the XIII National Charismatic Convention. (2006) Maxpressions 2006 – Winner in Print & Publishing & Digital Web Authoring. (2004) Maxpressions 2004 - Winner in Print and Publishing.(Maxpressions – NIIT all Mumbai - Graphics & Multimedia Competition).

Interests

Creative Concepts/Strategy Digital Operations Management

Certifications

GNIIT

NIIT Limited

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8 people have recommended Brian

"Working with Brian has been a really pleasant experience, especially when I needed to understand a complete new work environment and system - Brian was always there for the smallest thing even. My observations about Brian - considering his KRAs, he is a perfect manager of tasks. He is driven by process but at the same time is very patient and understanding with other team members. Very trustworthy in case of the responsibilities handed over to him and very focussed. Brian has an eye for detail as well as great aesthetic sense which helps the team in terms of better graphics. On personal level - Brian's love for music is something which he never likes to talk much about. But he is a great musician. Very well mannered, soft spoken, witty, connected - Brian is a great company off the work too. I am personally a big fan of his action figures collectibles. I wish Brian all the best for his future endeavours."

— **Gurudutt Sonsurkar**, managed Brian indirectly at 9X Media Pvt. Ltd.

"Task master with good follow up skills. Independent thinker with an ability to execute daily tasks and projects without supervision."

— **Vijay Kumar**, worked with Brian at 9X Media Pvt. Ltd.

"Brian is extremely talented, He knows his work well, He is a team Player and understand the business very well. he is hard working person with high integrity."

— **Pritul Sanghavi**, managed Brian indirectly at 9X Media Pvt. Ltd.

"I've known Brian now for almost 5 years, and he has proved out to be an Outstanding Person in his work. Very helpful, Very co-operative and very systematic when it comes to work. He is very professional in all his approaches and a Good team player. He is no doubtedly an Asset to any organisation. I wish him all the success."

— **Imtiaz Khatri**, worked with Brian at 9X Media Pvt. Ltd.

"I wish Brian all the success and recognition which he richly deserves due to sheer tenacity, hard work and delivering the goods when it matters. As for his professional record, need i say any more, for it speaks for itself. Apart from that a friendly , amiable person and a fine musician :). God Bless ."

— **Pervez M Quadir**, worked with Brian at 9X Media Pvt. Ltd.

"I found Brian to be fast, efficient and creative in a demanding role. He delivered under pressure keeping the corporate and channel websites constantly updated and looking good. Always responsive and professional."

— **Anthony Pettifer**, managed Brian indirectly at 9X Media Pvt. Ltd.

"Brian was a very well informed person, worked on our 9x and 9XM website, ensuring it was constantly updated. Very sincere and hardworking. Great person to know and work with and always smiling Cheers"

— **Mahashweta Biswas**, worked directly with Brian at 9X Media Pvt. Ltd.

"Brian is man of immense creativity having roots in a ethically strong and sound foundation. Working with a man of vision and depth has been everyone dream and this is the experience of those who work with Brian. Having the right priorities with a self-disciplined character and an open mind for rapid change is his key strength. A combination of ambition, care for his colleges and team-work has always intersected his work-style. I admire the capacity of him to retain and remember a wealth of information of almost all walks of life. I highly recommend Brian for his vision and creativity and wish him all the best for his innovative endeavors."

— **Ashwin Thakkar**, worked with Brian at Green Ozone

[Contact Brian on LinkedIn](#)