

yes, this is me

restlessness comes easy to me. boredom, as easily.

which is why i unconsciously keep shaking one leg when seated. always ready for the word 'go', always ready for something to stimulate me. constantly assuming different roles and indulging in varied interests to keep myself occupied enough.

ex telecom sales rep currently doing business development for a brand/design agency, book lover, writer, music critic, traveler, avid consumer of popular culture with a love for all things known as 'indie' and 'counterculture', music promoter, and photographer - these are a few roles i keep vacillating between.

i like to think of myself as a geek with a penchant for creating disruption - more within than around, also the other way around.



writing

as a fairly 'geeky' kid who was heavily into academics, writing came about as a natural part of the academic growing process. but what used to be lengthy academic essays then, metamorphosed themselves into snappy comments on culture, as i tied in my writing skills with elements of whatever caught my interest over time. specializing in popular international music, i also follow the indian independent music scene quite actively, and have been writing both on my blog and popular publications.

some key publications to which i have contributed in the recent past include blender magazine, maxim magazine and mail today, amongst others.

subject matters on which i specialize are music, travel, pop culture and technology.

photography

my tryst with the camera isn't old enough to term me a prodigal talent. nor is it so recent to just snub the passion as mere infatuation. i used to belong to the 'old school' of photography where the results are only visible once paper has been bathed in chemicals. but i am catching up with the times, and have 'upgraded' to digital photography in keeping with the demands of immediacy.

self taught, i have been pursuing this interest actively for the past 6 years, and prefer shooting black & white or color slides when shooting on film. digital of course, affords me much more flexibility now. the subjects which have mostly held my interest are music, travel, architecture, popular culture, and life in general - it's more of documenting life around me when i shoot for myself.

music promoter

though i have a deep passion for music, i' m not gifted enough to have had success at playing an instrument. but this passion made me drift into organizing concerts by virtue of my contacts within the music fraternity. plus my corporate honing by virtue of spending time in cubicles helped me here.

the highlights of this facet include the jack daniels' annual indian rock awards (a first of its kind awards ceremony for the indian independent music genre) and the french kiss tour (a 9 city tour across india over 6 days with french artistes).

professional corporate experience

an experienced sales and business development professional, i have an excellent track record spanning over 9 years of selling to some of the biggest corporate enterprises and handling multimillion dollar multinational accounts in a telecom environment. growing in this environment has helped me understand the critical importance of realizing the vision of the customer in order to achieve success for self, which has translated itself into varying meanings in the different aspects of my professional and personal life. though i work independently now, i have worked across multicultural teams and have thrived at it, something which i still enjoy doing, either working as part of or leading a team.

during this period, i have worked with some leading information technology and telecom brands like hcl, sify and verizon.

snapshot of services

content creation

conceptualization, creation, edit
music, technology, pop culture, travel, luxury
experiential, journalistic, editorial

photography

travel, music, architecture, journalistic, portraits, product/advertising

business development/consulting

currently involved with 'basic', an independent brand/design agency
available for consulting/project based assignments

music

intricate network of contacts in the music business, specially indie music
conceptualize/execute music tours/festivals with domestic/international acts

academic qualifications

degree bachelor of engineering (electronics & comm.)

university aligarh muslim university, aligarh

year 2001

active involvement in various cultural and literary bodies while in college and school

topped state in 10+2 examinations (1996)

professional experience

hcl infosystems (2001-04)

sify limited (2004-05)

verizon business (2005-10)

entrepreneurial experience

started riff entertainment (2006-08), a firm for promoting indie music
conceptualized and executed the first two editions of 'indian rock awards', a property which has since grown
executed 'french kiss', a tour of french musicians across india
multiple independent gigs and concerts spreading across a diverse of genre of music and artistes

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