

PARITOSH MEHTA

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Win # 455818

Experienced media professional with expertise in the production and promotion of programming across broadcast and digital platforms. Adept at program development and knowledge of regulatory, taxation and financial practices. Programming experience across documentary, reality, dramatic and lifestyle formats. Substantive planning, organizational and problem solving skills to facilitate program delivery. Extensive experience with trade and community outreach, public speaking and representation at industry seminars and events. Team player and relationship builder with good communication, interpersonal and management skills.

PROFESSIONAL EXPERIENCE

ONTARIO CREATES (Toronto)

2016 - present

Business Officer, Tax Credits & Financing Programs / Program Consultant, Industry Initiatives (contract)

- Administer policy direction and governance framework for the tax credit program. This includes processing multiple files for eligibility against eligibility requirements.
- Performing financial analysis, including review of financial statements, audited costs statements, cost reports, and financial schedules to determine eligibility for Tax Credits and financing.
- Preparing written documentation including review checklists, letters, items of note, and certificates of eligibility regarding the approval or rejection of an applicant project to document the review on a file and for issuance to applicant companies.
- As Program Consultant, identified, developed and implemented programs (Export, Marketing and Distribution Initiative and Industry Development) to provide financial and strategic support to enable cultural industry companies to market content within domestic and international export markets.
- Promote Ontario as a trading partner and coordinate Ontario's presence at key domestic and international markets, festivals and trade shows. Provided information and application decisions relating to fund programs to applicants via targeted information sessions, written and verbal communications and consultation.
- Initiate, develop and strengthen relationships with key domestic and international stakeholders, including private sector companies, industry associations and other levels of government to build partnerships and co-operative business development efforts.
- Respond to client inquiries and participate in key department activities and projects.

OMNI TELEVISION (Toronto)
(a division of ROGERS MEDIA)

(1998 – 2015)

Director, Independent Production Development

(2006 – 2015)

- Developed the strategy and execution plan for OMNI's independent production unit. Administered all aspects of the \$65M OMNI Independent Fund Initiative to originate independent productions across Canada, including compliance reporting to the CRTC.
- Project managed program proposals from potential concepts through to production. Appraised new broadcast and interactive digital media proposals; developed detailed project plans encompassing story/scripts, schedules, budgets, contracts; monitor and advance production and post-production activities.
- Provided executive briefings to Rogers Media executive team; Instituted Community Advisory Stakeholder Councils to cultivate and foster stakeholder engagement.
- Managed production budgets and drawdown payments concurrent with contractual deliverables. Maximized budget opportunities by partnering with CMF and other agencies.
- Represented OMNI at international and domestic trade fairs, seminars and industry events.
- Cultivated relationships within Ontario's creative industries with an extensive roster of film and television producers, writers, directors, agents and production companies. Extensively collaborated with external stakeholders, including over 200 community groups, the Province of Ontario and with the CRTC.
- Led and developed a team of 3 direct reports across Canada; managed departmental finances and human resource and IT planning, including coaching, training, capability and skills development.
- Developed over 600 hours of original productions including the first 20-part Canada-China production, "Once Upon a Time in Toronto", "Sudden Master" – a 5 x 6 min original web series, "Blood and Water" – an 8-part dramatic series and "Bollywood Star" a 4-part reality production.

Manager, Independent Productions

(2003 – 2005)

- Worked on the successful license application for OMNI 2 to the CRTC leading to the launch of the television channel, resulting in an increase in independently-produced programming content by 80%.
- Partnered with sales team to originate productions to target fast-growing communities' segments e.g. Chinese, South-Asian and Russian, that created a platform for future revenue growth.
- Petitioned over 40 multicultural communities in preparing new broadcasting license applications resulting in their support and ultimate success.
- Prepared broadcast license renewal applications and participated in presentations before the CRTC.

Coordinator, Independent Community Productions**(1998 – 2003)**

- Promoted new outreach programs to enlist the support of 22 target demographic communities resulting in broadening the audience reach of OMNI Television.
- Partnered with corporate sponsors such as Wal-Mart Inc. in conceptualizing, casting, script development and editing of advertising sales promotions paving the way for Wal-Mart expanding into Ethnic advertising.
- Reviewed and provided recommendations on program proposals to Station Manager.

VISION TELEVISION (Toronto)**(1993 – 1998)****Production Associate / TV Network Screener**

- Responsible for the day-to-day Production tasks related to Vision's daily human affairs program, including: Researching and booking guests, screened and short listed masters; supervised editing.
- Ensured program adherence to broadcast standards and Vision TV code of ethics.
- Sensitivity screening of programs for violations of network standards.

EXTERNAL PRESENTATIONS AND INDUSTRY REPRESENTATION

- Represented OMDC at TIFF 2016
- Panelist -ImagineNATIVE 2016
- Panelist - Planet in Focus 2016
- ReelWorld Film Festival 2016
- Jury Member/ Panelist- Reel Asian Film Festival 2012 and 2016
- International Film Festival of India (Goa), 2013
- Conducted a Master class on Documentary Filmmaking, 2013
- Panelist-Diversity and Sponsorship presented by Sponsorship Marketing Council of Canada, 2013
- Participant- Banff World Media Forum, 2013
- Jury Member-2013 Arirang Korea Smartphone Film Festival, 2013
- Panel Discussion on Documentary Funding, Documentary Organization of Canada, 2005-2010
- Director-Canadian Ethnic Media Association, 1999-present

EDUCATION

- Certified Associate in Project Management (CAPM) (2020 expected)
- Social Media Marketing Certificate (2020 expected)
- Bachelor in Applied Arts, Ryerson University, Toronto
- Bachelor of Commerce, University of Mumbai, Mumbai

AWARDS

- 2015 Media Award, Diversity & Harmony Awards
- The 'John Webb Graham Multicultural Scholarship'
- The 'TV Guide Award' for Broadcast Journalism