

Natasha Advani Thangkhiew
People First Producer | Multidisciplinary Creative
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PROFESSIONAL SUMMARY

Natasha Advani Thangkhiew is a **detail-oriented producer** and **forward-thinking creative** who identifies gaps in the content market and collaborates with creatives to fill them. With a successful history of turning ideas into funded realities, she excels in **fulfilling fast-paced**, layered project needs with effective communication, exceptional analytical skills, and rapid adaptability.

SELECTED SKILLS

- Research & Data Analysis
- Documentation & Database Management
- Written & Verbal Evaluation
- Public Speaking & Negotiation
- Project & People Management
- Quadrilingual: English, Hindi, Urdu, Khasi

SELECTED CAREER HIGHLIGHTS

1. Leveraged mentorship insights to develop targeted marketing and promotions strategies, resulting in **350 local ticket sales** for short films and **100+ international ticket sales** for theatre shows.
2. Seamlessly **coordinated a multinational team across three countries**, adapting filming execution during unexpected lockdowns and natural disasters, ensuring on-time delivery of short film to festival.
3. **Strategically** determined avenues for **project development and funding**, awarded in kind and cash resources (**50K CAD value**) and resulted as official selection for the Edinburgh Fringe Festival 2023 (**largest performing arts festival in the world**), enhancing project visibility.
4. Continuously **adapted marketing plan** for above mentioned one-month theatre series tour based on box office sales data and competitor analysis, integrating guerrilla marketing and cross-promotion strategies, resulting in selection for press and critics showcase, **garnering 4-star reviews and awards, and increased ticket sales.**
5. **Organized** a new ACTRA production **within 36 hours** to replace a canceled production, ensuring **compliance** with union, **legal, and regulatory standards** and preventing financial loss for investors.
6. Tailored persuasive pitches to diverse stakeholders, **negotiating deals and securing sponsorships (13K CAD value)** for shorts films.

SELECTED EDUCATION & TRAINING

1. **Performance Creation BA (Honors), York University** (GPA: 8.03/9) Sep 20 - Jun 24
 - Specialized in playwriting, dramaturgy/story editing, and collaborative creation.
 - Film related courses: Creative Producing, Understanding Story, Shooting for green screens.
2. **Media Business Essentials, WIFT & Centennial College** Dec 23 - Mar 23
 - Awarded scholarship to program focused on Marketing, Distribution, Business Affairs, Production Accounting & Management.
3. **Ontario Creates IDM Future Forwards Program, Webseries Canada** Oct 23 - Dec 23
 - Selected for program focused on Pitching, Marketing, Financing, & Budgeting, triggering eligibility for to Ontario Creates financing.
4. **WIFT Mentorship, Kelsey Aikman - VP Marketing & Brand Strategy Studios, Blue Ant Media** Mar 23 - Jul 23
 - Mentorship focus: Personal Branding, Marketing, Promotions & Relationship Building.
5. **CBC One Stop Business Workshop Virtual Series Season 1-6, CBC, CAVCO, CMPA,** Oct 23- Ongoing
 - Initiated self-directed professional development by studying seasons 1-6 workshops.
6. **Friendly Neighborhood Screenwriting Program,** Sep 22 - Dec 22
7. **Writing To Inspire Screening Writing Program,** Apr 22 - Sep22

SELECTED PROFESSIONAL EXPERIENCE & CREDITS

1. *Made By Leakproof Plastic*, Union short film, Co-Producer, Canada Dec 23 - Jan 24
2. RVK Productions, Junior Producer, Canada Sept 23 - Present
3. *Aced It*, Union short film & Webseries, Co-Producer, Canada Feb 23 - Present
4. GRIN, Production Company, Producer, Canada Sep 22 - Present
 - *Coloured Emotions*, Union short film, Producer, Canada Nov 22 - Jan 22
 - *The Whipping Boy*, Union short film, Producer, Canada Sep 22 - Dec 22
5. *What Can-Indian Look Like?* Theatre series, Producer & Creator, Canada & UK Jan 22 - Aug 23
6. *Embracing My Normal*, Magazine Campaign, Producer, Canada Oct 21 - Dec 21
7. *Mirror*, Non Union short film, Producer & Creator, India, Brazil & Canada Jan 21- Jul 21
8. *New To Normal*, TedxYouth Event, Producer & Creative Lead, India, Apr 19 - Dec 19
9. *Ted-Ed*, Organiser & Creative lead, India, Oct 18 - Sep 19
10. The Artistes Studio, Intern, India. May 18 - Aug 18

References available upon request. Complete history of professional and educational experience can be accessed on [LinkedIn](#).