

VIVEK (VED) DWIVEDI

CREATIVE DIRECTOR & EXECUTIVE MEDIA PRODUCER

Media leadership | Content strategy | Audience growth | Brand storytelling

India | UAE | Bahrain | Qatar | Open to KSA, UAE and global mandates

A 16+ year media leader who turns audience insight into programming, campaigns, live experiences and measurable commercial outcomes. Led station transformations, major-event coverage and creator-led brand integrations across four international markets - combining executive planning with hands-on production instinct.



COMMERCIAL & AUDIENCE IMPACT

1M+

MONTHLY LISTENERS

80M

FIFA 2022 VIEWS

200%

SELFDRIVE GROWTH

1,500+

LIVE SHOWS

100+

EXHIBITIONS COVERED

EXECUTIVE VALUE

- Directed programming and creative strategy for high-reach prime-time radio.
- Led FM107's end-to-end creative makeover: shows, imaging, music, IDs and positioning.
- Built integrated content across broadcast, social, brand, event and on-ground channels.
- Managed multidisciplinary teams and delivered under live, high-pressure timelines.

SIGNATURE EXPERIENCE

QATAR MEDIA CORPORATION / FM107

Creative Head - station strategy, programming, campaigns and audience formats.

FIFA WORLD CUP QATAR 2022

Press conferences, matches, fan zones, activations and 80M cross-platform views.

SELFDRIVE

Creator-led content integration associated with a reported 200% increase in business.

INDIA - UAE - BAHRAIN - QATAR

International broadcast, marketing and creative leadership across four markets.

CORE CAPABILITIES

Creative direction | Executive production | Content strategy | Brand campaigns | Broadcast programming | Audience growth | Social media | AI-powered workflows | Live experiences | Team leadership

SELECTED RECOGNITION

Middle East's Most Favourite Show | UAE's Funniest RJ | Hero Award - Best Evening Jock | ERA Award | FIFA and National Day coverage recognition

DISCUSS A ROLE, CAMPAIGN OR CREATIVE MANDATE

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RJ VED