



Neha Lohia

Filmmaker. Storyteller. Author. Artist. Nutrition Coach. Motivational Speaker.

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OBJECTIVE

To learn, contribute and grow by offering my skills as a creative thinker, writer, director, producer, and marketing consultant with 18+ years of work experience across filming, media, and entertainment industry alongside my personal and spiritual pursuit's.

EDUCATION

Associates Degree in Science of Film. Digital Film Academy (NYC – 2021 currently pursuing)

Yoga Teacher Trainer. The Yoga Institute Mumbai (2018 – 2019)

Diploma on Foods, Nutrition, and Wellness Studies. Institute of Transformational Nutrition - USA (2015 – 2017)

Meditation Facilitator & Women's Coach on Meditation and Spiritual Development.

Osho International Foundation (2005 – 2018)

Advanced Photography. National Institute of Photography (2002 – 2003)

Commercial Arts & Photography. Rachana Sansad College of Applied Arts (2000 – 2003)

WORK EXPERIENCE

Published Author for quotes and coloring books (2021 – Present)

Freelance Director, Producer, and Marketing Consultant (06/2016 – present)

- Directing Ad film for Seeond's brand Rested (USA Launch)
- Directing Ad Film for Brands in India (most recent - Chappanbhog Rakhi Commercial)
- Directing promotional content for Disney's movie Frozen 2 with Priyanka Chopra.
- Directing and Co-producing nutrition and food-based web-show for Master chef winner.
- Released Asghar Farhadi's film The Salesman in India to great success.
- Directing and producing customized and commissioned content for Sony Pictures and various international film festivals.
- Independent projects for artists, architects, student filmmakers in varied capacities.

Founder and Director, Adishakti Entertainment. (06/2016 – 06/2019)

- Directed, produced, created proprietary content in area of self-help, yoga, meditation, personal wellbeing.

Associate Vice President of Promotions & Marketing, Sony Motion Pictures India. (08/2014 – 05/2016)

- Headed marketing for two major Bollywood motion pictures released.
- Creating marketing strategies and campaigns, promotions and product placements, talent and celebrity associations, overseeing production of films on location and off location, mapping release plans for global audiences of Bollywood films.

Freelance Director, Producer, and Marketing Consultant (11/2013 – 04/2014)

- Directed and produced music video, ad short films, festival contents, and promos.

Associate Vice President – Promotions, Fox Star Studios India (20th Century Fox) (05/2009 – 11/2013)

- Overseeing global campaigns and mapping them to India and Indian Diaspora, working closely with head offices in LA for Hollywood releases in India and overseeing marketing and promotional integrations for Bollywood and regional films globally. Creating marketing campaigns, in-film product placements, talent and celebrity management, overseeing production of films on location and off location. Working towards market expansion via innovations.

Freelance Director, Producer, and Marketing Consultant (11/2008 – 03/2009)

- Directed and produced music video for Mattel with Cricketer Virat Kohli, created advertisement, short films, festival contents, and promos as commissioned assignments.

Marketing & Business Development Consultant, Alliance Media & Entertainment. (03/2008 – 11/2008)

- Worked in the production, acquisition, distribution, and syndication of 6 motion pictures and other forms of audio-video content for the studio
- Acquired international and world cinema titles for Indian market release. Worked on projects from Ghibli Studios and other content with possible appeal to Indian children.
- Celebrity Management for Amitabh Bachchan, Abhishek Bachchan, Aishwarya Rai Bachchan & Tabu. Unforgettable tour, Branded endorsements and Talent Integrations.

Manager Entertainment Marketing & Brand Promotion, Reliance Entertainment. (05/2006 – 05/2007)

- Creating marketing campaigns, in-film product placements, celebrity associations, overseeing annual entertainment marketing strategy, plans and executions, researching global entertainment industry and mapping India plans.

Entertainment Marketing Manager, Group M Media India. (2004 – 2006)

- Branded integrations for all GroupM served clientele and brands with the entertainment industry spanning across Hollywood, Bollywood, regional cinema, music and television content. Strategy, Pitch, execution and Creating 360 marketing campaign including in-content product placements, promotional associations, merchandising, licensing, celebrity endorsements, event management, Publicity and Pr stunts, media integrations and expansions. Overseeing production of co-branded content, campaigns and films on location and off location.

Design Executive, Epigram Design Studio. (2004)

- Worked on creating publicity design campaign for major Bollywood motion pictures including Swades. Worked on creation of Indian Producers Guild awards.

Management Trainee, Lowe Lintas India. (06/2003 – 11/2003)

- Creating associative marketing campaigns for major FMCG brands and movies including brands like IMAX, Unilever, Bollywood Studios, Independent Productions and Film Exhibitors.

AWARDS & HONORS

Envies Silver – Best Innovation Cinema - The Advertising Club Bombay (2005)
 Purple Head for Best Innovation Cinema – GroupM Media (2006)
 Annual Guest Speaker – Indian Institute of Management, Kozhikode (2010 - 2016)

OTHER EDUCATION & ACQUIRED SKILLS

- *Chakra Healer & Kriya Shakti Practitioner*
Inner Cosmos, L.A. USA 2013
- *Masters in Neuro Linguistic Programming (NLP)*
Shinota Academy, India 2014
- *Ayurvedic Massage Therapist*
Ayush Arogya Ayurveda Massage Center, Rishikesh India 2015
- *Nada Yog Practitioner & Student (Study of sounds)*
Nada Yoga center Rishikesh India 2015
- *Meditation In-Depth Facilitator*
Osho International Foundation 2017
- *Trained in devotional & Vegetarian cooking*
ISKCON Foundation Mumbai India 2017
- *Unleash the Power Within (NLP) Practitioner and Attendee*
Tony Robbins Foundation 2017 & 2018 (Chicago & New Jersey USA)
- *Women's Awakening Coach*
Osho Institute of Women's Liberation 2018
- *Organic Farmer*
Sri Sri Institute of Agriculture Sciences and Technology Trust 2018
- *Tao & Tantra Universal Healer*
Universal Healing Tao Master School, Thailand 2018
- *Vegan Lifestyle coach and chef*
Sharan.org (Dr. Nandita Das) Mumbai India 2018
- *Core Strategist*
Online Trading Academy 2018
- *Harmonium Student (Indian Music Instrument)*
Krishna Das Online learning program
- *Transcendental Meditation (TM) Practitioner*
Mahesh Maharishi Foundation, Rishikesh & Mumbai India
- *Self-taught student for life through courses and books in various spiritual Eastern texts and Western Philosophy, art forms, styles of cooking, handicrafts and self-development meditative practices.*

HOBBIES

As a multi-passionate human, I have varied interests. Reading, writing, learn new things, travel, dance, photography, cooking, farming, making art, passion for expressing creativity in many forms, Healing, Energy work, Self – development, spiritual seeking, body work, breath work, having deep meaningful conversations, Yoga, meeting spiritual beings and miracle workers in person, trying to decode ancient secrets, always curious about the universe, magic, mysteries and star gazing!

LANGUAGES

Proficient in English & Hindi

WEBSITE, SOCIAL LINKS & PORTFOLIO

- <https://www.nehalohia.com>
- <https://www.linkedin.com/in/nehalohia/>
- <https://www.youtube.com/nehalohia>
- <https://www.facebook.com/lohianeha>
- <https://www.facebook.com/NehaLohia-101234365419268/>
- https://www.instagram.com/nehalohia_creatrix/
- <https://www.amazon.com/author/nehalohia>

NEWS LINKS

- <https://www.cinebuster.in/neha-lohia-all-praise-for-priyanka-chopra-jonas-says-working-with-her-on-a-disney-project-after-years-was-amazing/>
- <https://www.topworldnewsdaily.com/neha-lohia-all-praise-for-priyanka-chopra-jonas-says-working-with-her-on-a-disney-project-after-years-was-amazing/>
- <https://www.gossipgani.com/en/neha-lohia-all-praise-for-priyanka-chopra-jonas-says-working-with-her-on-a-disney-project-was-amazing/27083>
- <https://www.nknewsindia.com/2021/04/neha-lohia-all-praise-for-priyanka.html>
- <https://www.cinebuster.in/neha-lohia-says-that-witnessing-the-transformation-of-priyanka-chopra-jonas-over-the-years-is-a-totally-exhilarating-experience/>
- <https://filmytown.com/neha-lohia-directs-45-seconds-ad-film-of-raksha-bandhan-that-melts-your-heart/>
- <https://www.adgully.com/raksha-bandhan-campaigns-that-stood-out-this-year-107486.html>
- <https://youtu.be/txJp-yqV8o>
- <https://www.topworldnewsdaily.com/director-and-writer-neha-lohias-45-seconds-of-raksha-bandhan-advertisement-for-chhappanbhog-sweet/>
- <https://www.cinebuster.in/neha-lohias-raksha-bandhan-advertisement-of-chhappanbhog-sweet-will-melt-your-heart/>
- <https://www.topworldnewsdaily.com/food-is-love-made-edible-and-visible-by-two-celebrated-women-neha-lohia-and-shipra-khanna/>
- <https://bollyy.com/i-am-a-creatix-there-is-so-much-i-want-to-co-create-in-life-neha-lohia/>
- https://www.deccanchronicle.com/lifestyle/viral-and-trending/280221/fitness-the-gardening-way.html?inf_contact_key=c6d942003d1a999b0cf29a649f4ff434680f8914173f9191b1c0223e68310bb1
- <https://www.bollywoodkibaten.in/2021/02/i-am-creatix-there-is-so-much-i-want.html>
- <https://www.nayasaveranetwork.com/2021/02/i-am-creatix-neha.html>
- <https://www.cinebuster.in/neha-lohia-finds-inspiration-in-little-things-in-her-day-to-day-life/>
- <https://www.cinebuster.in/food-is-love-made-edible-and-visible-by-two-celebrated-women-neha-lohia-and-shipra-khanna/>
- <https://www.cinebuster.in/tag/neha-lohia/>
- https://www.imdb.com/name/nm4594797/?ref=nmnw_hd
- https://www.deccanchronicle.com/lifestyle/viral-and-trending/280221/fitness-the-gardening-way.html?inf_contact_key=c6d942003d1a999b0cf29a649f4ff434680f8914173f9191b1c0223e68310bb1
- <https://www.pressreader.com/india/the-asian-age/20210521/281981790488973>
- <https://www.charlotteobserver.com/charlottefive/c5-things-to-do/article251135979.html>
- <https://bollyy.com/i-am-a-creatix-there-is-so-much-i-want-to-co-create-in-life-neha-lohia/>
- <https://www.nayasaveranetwork.com/2021/02/i-am-creatix-neha.html>
- <https://www.cinebuster.in/neha-lohia-finds-inspiration-in-little-things-in-her-day-to-day-life/>
- <https://www.bollywoodkibaten.in/2021/08/director-and-writer-neha-lohias-45.html>