

ADYA SRIVASTAVA

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<https://www.aadishaktii.com/> | [Work Summary](#)

SUMMARY

Creative Professional leveraging content and community management skills, along with business acumen, with a passion for music and filmmaking.

WORK EXPERIENCE

- Founder's Office, GreaseRelease** **April 2025 - Current**
- Took on a jack-of all trades role handling many facets of company's operations ranging from music promotion, playlist branding, SEO, ads, client relations, team management, product management, quality control, etc.
 - Scaled and branded playlists with tens of thousands of followers and was a part of playlisting campaigns for artists from Ricky Kej to Akon.
- Creative Associate for Spotify, Supari Studios (Kulfi Collective)** **Jul 2023 - Jul 2024**
- Developed 10+ successful music-focused campaigns, including 20+ IPs and evergreen/high-impact content, driving a 30% follower growth on Instagram.
 - Collaborated with design teams and coordinated with client to deliver content on time.
 - Managed online reputation by engaging with 2,000+ comments and posts to foster a positive community.
- Writer-Director, Maa Please (Short Film)** **Dec 2022 - Apr 2023**
- Conceptualised and wrote a screenplay for the film.
 - Led a crew of 7 departments, 40+ people and directed a cast of 7 actors and non actors
 - Composed 3 original songs (1 self-written), led the sound and music of the film, and directed vocalists and choir.
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EDUCATION

- Bachelor of Arts, Mass Communication** **2023**
- Symbiosis Centre For Media And Communication (Specialization in Audio Visual)
- Dissertation on "Reflection of Skewed Gender Dynamics in the Folk Songs of Auraiya".
 - Batch topper of the Audio Visual batch 2023, along with gold medals in 2 courses.
 - Music Club Head (AY 2022-2023)
- Senior Diploma - Vocal (Hindustani)** **2019**
- Prayag Sangeet Samiti, Allahabad
- First division with distinction in practical examination
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ADDITIONAL INFORMATION

- **Certifications/Licenses:** - 'Grade B - Light Music Vocalist' from All India Radio.
 - Practical Media Training Certification from Doordarshan UP.
 - Music Business Specialisation from Berklee Online (4 non-credit courses)
- **Languages:** English, Hindi
- **Other Skills:** Basic Sound, Video and Image Editing, On-Location Sound Recording (Zoom H-6) Community Management (Social Media), Online Reputation Management, Screenwriting, Copywriting and Content Writing.



WORK SUMMARY | AT A GLANCE

I. Corporate/Creative Consultancy

1. Currently works as Founder's Office for GreaseRelease:
 - a. Curates music for, and scaling several playlists with tens and thousands of followers and listeners. Has received unreleased music from artists like Akon, Miley Cyrus, Gorillaz, Jackson Wang, Steve Aoki, Ricky Kej, Sliime, etc. as parts of their playlisting campaigns.
 - b. Manages a small team and makes decisions on hiring, training, responsibilities, etc. while also taking care of other team management activities like Monthly Performance Reviews, orientation/onboarding and icebreakers, team-building activities, etc.
 - c. Manages and executes artist reach-out, client relationships, etc. seamlessly.
 - d. Learned about and devised a revised SEO strategy to drive more traffic to the website and improve the quality of the content.
 - e. Learned and successfully published Meta Ad Campaigns for several playlists and artist pages.
 - f. Assisted the founder in building new products like PlaylistPush, PlaylistSuite, etc. and did product testing for these along with many other smaller tools and an important resource named artist.tools
2. Has worked for **Spotify India** as a Creative Associate, managing their digital community, writing content, covering live events, and coordinating between client and back-end teams.
3. Has worked for **Doordarshan** in several behind-the-scenes jobs like writing, PCR coordination, guest-management, etc.
4. Has worked with **Nobel Prize Laureate Kailash Satyarthi**, as a Visual Communication Intern and Voiceover artist for his organization KSCF's internal communications.
5. Has conceptualized, planned and executed multiple online and on-ground events for **Sur Taal Sangam** in various on-stage and backstage capacities since 2014.
6. From 2014 to 2017, Adya has directed annual day events end-to-end for **Bal Bhavan, NTPC, Auraiya**, and has **received recognition from the General Manager of the NTPC Auraiya Project** for Choreography (2014), Emceeing and Choreography (2015), Event Direction (2016) and Outstanding Representation (for Raising Day performance, 2016), and Extraordinary Leadership and Direction (2017).

II. Filmmaking

1. Has written and directed a **short film named “Maa Please”** that has had several personal screenings and is set to hit the film-festival screens shortly. This film is based on her and her family’s real-life incidents revolving around generational troubles intertwined with music. This film won a GOLD MEDAL in Symbiosis University in the “Filmmaking” course of their Undergraduate BA Mass Communication program in 2023.
2. Has directed several music videos for her original music like **Prem Deewani** (which had a houseful screening in Pune), **Ghar Le Chal** (animated and live-action music video shot over the pandemic), **Dil Jiski** (a one-person-production, shot in a single room over the pandemic), **Ekla** (a collaboration with 12 artists online over the pandemic), and so on.
3. Has made a mini-independent film for **Kelloggs’ India** called **“Where is Amma”** that surpassed more than 16.8k views on Instagram alone.
4. Is working currently on a **psych-tragedy short film script** called **“Ye Kiska Baalak Hai?”** (WIP title)
5. Has worked on several other short films like **Deja Vecu, In Between Doors, The Hands That Feed**, etc. in various capacities such as **Sound Recordist, Productions Assistant, Art Assistant, etc.**

III. Music

1. ORIGINAL MUSIC

- a) Has had 2 **international original music releases**:
 - **PREM DEEWANI**: Released from Germany, featured in Bhakti Marga’s album Waves of Love Vol. 1 that also featured tracks from renowned international artists like Sati Ethnica from Russia, Aaradhakanda from Brazil and so on. Prem Deewani is one of the highest streamed (on Spotify) tracks from this album, and the insights reflect audiences from Germany, Brazil, Russia, Belgium, UK, US, Japan, Indonesia and India among other nations. This track till date appears on multiple Spotify Wrapped Cards.
 - **Hari Mhana (EDM)**: Released from Spain, featured in Shreevatsa Venkateshwara's album Vidyuta Vahini. This track also had a massive international audience.
- b) Has written and composed **Ghar Le Chal**, her debut single that surpassed 4k streams on Spotify alone.
- c) Has co-produced and co-composed other original songs like **Dil Jiski, Rang Bharne Se, Ekla, etc.** that went live on YouTube.
- d) The **Maa Please album** was entirely written and produced by her. The music of Maa Please has received high praise from music maestros like Shri Kewal Kumar and film critics and professors like Professor Baidurya Chakrabarti. The album, along with the film, is set to release by the year 2026.

2. TV AND RADIO

- a) Adya made her TV debut at the age of 12 on **Zee Jagran** channel for the show Awaz Hindustan Ki and made her run till the semi-finals (Top 10) of the show.
- b) she then went on to become the youngest guest artist on the **Doordarshan** Uttar Pradesh morning talk show named “Namaste UP” at the age of 15, wherein she sang her guru’s bhajan compositions as well as Begum Akhtar Sahiba’s famous Dadra “Hamri Atariya Pe” and was praised highly by the producers, guests and audiences alike. She eventually featured as a guest artist on Doordarshan twice again for “Bole UP” in two different years (2021 & 2023), and nods to continuing to do so in the future.
- c) Adya is an **All India Radio** approved and graded (Grade B) singer in the category of Light Music and has also done a live program in Bhajan Category after her gradation.

3. LIVE PERFORMANCES/ REALITY SHOWS & COMPETITIONS

- a) Adya has been a stage performer **since the age of 5**.
- b) She has qualified the **renowned Sangam Kala Group’s Surtarang competition** till the State Final level at the age of 6 and then the National Semi Final level at the age of 13. Surtarang is a national level singing talent hunt that has paved the way to the industry for established singers from Sonu Nigam, Shreya Ghoshal and Sunidhi Chauhan to Avya Saxena, Aakriti Kakkar, etc.
- c) She has made her way till the TV audition round of **Indian Idol Junior season 1**.
- d) She has hosted and performed online for **various online events** through the pandemic with Sur Taal Sangam.
- e) She has directed and performed live performances for **Sur Taal Sangam’s offline events** since the age of 13.
- f) She has performed in front of enormous audiences across Lucknow on prestigious stages like **Bharat Mahotsav, Awadh Mahotsav, UP Mahotsav, Gomti Mahotsav, etc.**
- g) She has been directing performances and performing throughout her school and college life. She was also the **Music Club Head** for AY 2022-2023 and a member of **the Acapella group Surotonin** for SCMC, Pune for AY 2021-2023.
- h) She is now a **registered artist with the Cultural Ministry**, Uttar Pradesh and has performed during the **Deepotsav in Ayodhya** in the year 2024.

4. MUSIC STUDIES

- a) Adya has been a **student of music since the age of 4**, fueled by her zeal to be a performer and creator.
- b) Adya has been learning **light music with a base in Hindustani Classical Music** from Dr. Jaya Srivastava and Avijit Srivastava since a tender age, along with the guidance of various virtuous Gurus like **Shri Ujjwal Rai, Shri Kewal Kumar, Padm Shri Anup Jalota, Dr. Radhika Chopra, Dr. Kamla Srivastava, and Ustad Gulshan Bharti**.
- c) Adya has also learnt **Carnatic Classical Music** basics online for one year from Bhargavi Swaminathan, a disciple of **Dr. Prashanth Gopinath Pai**.
- d) She has also completed her **Senior Diploma in Hindustani Classical** music from Prayag Sangeet Samiti with flying colours.
- e) She also has completed a **Music Business Specialisation Course (online) by Berklee University**, with a top grade.

IV. Dance

1. Adya has learnt **Bharatanatyam for 8 years** under the guidance of Mrs. Sindhu S. Prabhu, and has performed her choreographies across UP.
2. She has also **trained under several choreographers from distinct styles** and backgrounds like Maitreyee Pahadi (various forms), Rajesh Sai Babu (Chhaau), Surashree Bhattacharya (Kathak), Milind Dhemu (freestyle and concept-choreographies), Shailendra Singh, Maddie Pandey, Arjun Chaudhary, Harshit Puri and so on, on-and-off through the years.
3. Adya has **choreographed innumerable performances** in several forms like Bharatanatyam, Kathak, fusion, contemporary, mime, freestyle, hiphop, etc. for her school, college and community, many of which has won her a lot of **awards and recognition** in the frame of a choreographer.
4. Adya choreographed a set of 5 group-dance performances for a **Government Girls' Inter College free of cost**, to promote and encourage dance as a hobby in under-privileged girls in Auraiya, at the age of 13 (2014). 3 out of these 5 performances **won runner-up positions** in their inter-school competition.
5. Adya has been **choreographing her own dance performances** since the age of 8.
6. She has also learnt Kathak for one year and has performed with dancers like Anshika Katariya and Rubal Jain. And has attended **workshops with Kathak Maestro, Ustad Birju ji Maharaj**.
7. She has also performed in dance-dramas as **significant roles for NTPC Raising days in the Siri Fort Auditorium, Delhi** for 3 consecutive years (2014-16)

V. Acting

1. Adya, along with being an avid film and play writer, is also a lively actor, taking on a variety of roles for a variety of mediums.
2. She directed and co-wrote a play called **"The Prime-Time debate"** at the age of 15, which was a social commentary on a multitude of current affairs' topics. She took on the **role of an arrogant pseudo-feminist politician**, and received high praise for it.
3. She played **the role of a PTSD patient** for another play called "Chahat Toba Tek Singh Ki" that she co-wrote and co-directed in 2016 with Dr. Jaya Srivastava. This play was performed in NTPC, Tanda and **left the audience in shock and tears**.
4. The aforementioned role paved the way for Adya to play the **lead role of saint poet Meerabai** in the Mahapraan Dance-Drama production by Maitreyee Pahadi for the NTPC Raising Day, 2016 in the **Siri Fort Auditorium, Delhi**.
5. Adya has also starred in her own mini film **Where Is Amma**, and has received high praise for the same from across the world for **subtle yet heart-wrenching performance as a burnt out and homesick young adult**.
6. She was also one of the star-cast of the 2022 short film **Triple Scoop** (by Paridhi Asija) as Shagun, a cold, no-nonsense queer and closeted young woman, struggling with pressures of marriage and the struggle of coming out to the closet. Triple Scoop was nominated in the **Shorted Short Film Awards** in 2023. The film currently has **36K views on YouTube** alone. Her co-stars were Vishakha Rai (Finalist Femina Miss India 2024), Armaan Misra (Winner Times Fresh Face 2023) and Chitra Raj.

7. Her latest **mono-act dance-drama production “Jeena Yaha Marna Yaha: A tribute to Raj Kapoor”** has won over audiences in houseful auditoriums in Delhi and Lucknow and left people with awe and tears.

VI. Other Endeavors

1. Adya has recently ventured into the field of **Anchoring events** and has gotten all round positive reviews for her two major events: **Tribute to Md. Rafi** (by Sur Taal Sangam, 5-hour long event, 26th December’24) and **Closing Day Event of Shaan-E-Awadh (by Banaras Lit Fest**, full day event, January’25)
2. Adya has an avid love for **photography** and has recently started an instagram page dedicated to her vintage digital camera photography, as a creative way of documenting life.
3. Adya now has a **community of more than 2k followers on Instagram** and hosts fun reel-series regularly, like the Indian Languages Series, “Exposing my music taste” series, “Poetry through Self Portraits” series, etc.
4. She also extends **voiceover services** to brands and non-profit organisations.
5. Since her first earning, Adya has been an advocate of **charity and donations** and hosts and participates in charity drives at least once a year.
6. She is **vocal about gender and queer rights, human rights and animal welfare.**
7. Adya is also an avid **writer who writes in English, Hindi and Hindustani. Her poetry and prose work could be found on her Instagram.** She is currently also learning Urdu.
8. She is set to **launch her website** to showcase her magnitude and multitude of work in phases, starting from February, 2025.