



Kishok Kumar ROY

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PROFILE

A results-oriented Pre-Sales Engineer and Media Technology Expert with over 10 years of experience spanning broadcast technology, digital media, and solution design. Specialized in translating complex client requirements into comprehensive technical architecture for professional studios (sound, green screen, editing, and AV). Highly adept at preparing detailed technical proposals, quotations, and Bill of Materials (BOM), while managing vendor relationships. Passionate about leveraging strong technical knowledge and interpersonal skills to bridge the gap between sales and engineering, delivering high-quality media solutions that drive business goals.

PROFESSIONAL EXPERIENCE

October 2025 – Present

Freelance Media and Marketing Consultant

Executed strategic media and technical projects for Thomson Broadcast, bridging media expertise with technical documentation and infrastructure design.

Designed and structured the OBI (Outside Broadcast Integration) project for Abu Dhabi.

Developed the technical eBook for the S7HP NEO, managing the end-to-end extraction and conversion of a 100-page technical product manual into a reflowable digital format, including the digital recreation of over 50 complex schematics.

Prepared comprehensive project quotations, technical assessments, and solution blueprints for client media initiatives.

January 2020 – October 2025

IT and Digital Manager • NGO – DBIEM

Acted as the lead technical consultant for media-focused Erasmus projects, directing technological scoping, solution design, and IT strategy for a premier film school in Paris.

Spearheaded the pre-sales lifecycle for internal stakeholders: gathered requirements, designed technical architectures, and led the end-to-end implementation of sound studios, green screen studios setups, editing suites, and film production environments.

Prepared detailed technical quotations and managed the IT/Media budget, ensuring accurate cost estimation and optimal resource allocation for complex studio builds.

Managed negotiations and procurement directly with hardware and software suppliers, acting as the primary technical liaison to evaluate and select industry-standard media technology.

Created and maintained extensive technical documentation, system architectures, and network diagrams.

Key Projects:

- Led the development and deployment of an ERP & LMS system tailored specifically to the film school's operational and academic needs.
- Developed and deployed a dedicated filmmaking MOOC platform for an international Erasmus+ project.

February 2016 – December 2019

Global Marketing Manager • Wave Labs FZE

Collaborated with cross-functional technical, sales, and creative teams across multiple international markets to align technical solutions with business goals.

Represented the organization in various countries, notably in Singapore, actively participating in international technology workshops, product demonstrations, and industry events.

Conducted market analysis to support go-to-market strategies and executed comprehensive online and offline marketing campaigns to drive product awareness.

July 2011 – January 2016

Editor & CG Designer • Universal Networks (Pvt. Ltd.) Part of Sri Lanka's National Media

Gained deep, hands-on understanding of national broadcasting environments, video production workflows, and media delivery systems—providing a strong technical foundation for consulting and pre-sales.

Coordinated complex production setups, integrating lighting, green screens, and camera equipment to meet strict broadcast requirements.

Worked closely with dedicated sound and video studio components to produce high-quality media content for national broadcast.

EDUCATION

Bachelor's in Business Management | IDM (Colombo, Sri Lanka) and Affiliated College of Bucks New University (UK)

AWS Cloud Practitioner Essentials | Endorsed by Amazon Web Services

Introduction to Artificial Intelligence for business | Endorsed by NASBA

BTEC Diploma in Multimedia, Specialization in Post- Production | Diploma by IDM

The Fundamentals of Digital Marketing | Endorsed by IAB Europe & Google EMEA

Hootsuite Platform Training | Hootsuite Academy

Real-time Advertising Fundamentals | Developed by Quantcast

IATA – UFTAA Foundation in Travel and Tourism diploma (DTTF, Montreal, Canada) | Louis Preston (Colombo, Sri Lanka)
IATA authorized training center

French in Tourism | Diploma by Alliance Française

CORE SKILLS

Pre-Sales & Solution Design: Technical Proposals, Quotation & Cost Estimation (BOM), Client Requirement Gathering, Solution Architecture.

Studio Engineering: Design and scoping for Sound, Green Screen, Editing, and Film Production Studios.

Broadcast & AV Technology: AV Equipment Specification, Lighting Configuration, Broadcast Tech Procurement, Vendor Negotiation.

IT & Digital Infrastructure: Technical Documentation, Mac & Windows System Administration, Systems Troubleshooting.

Media Production: Broadcast Workflows, Video Production, Post-Production.

LANGUAGES

English | Fluent/Bilingual

French | Intermediate

Tamil | Fluent/Bilingual

Sinhala | Intermediate