

PROFILE

Specializing in visual communication, I excel in film, marketing communications, photography, social media, and post-production. My expertise in managing teams and a strong inclination for creative problem-solving make me a versatile professional across various multimedia creation roles. My approach to visual communication is always creative & solution-oriented, aiming to deliver compelling & effective media solutions.

KEY SKILLS

- Film Production
- Marketing Communication
- Photography
- Advertising
- Project Management

PROFESSIONAL EXPERIENCE

Multimedia Executive - Full-time - Doha, Qatar Saatchi & Saatchi

Currently Employed
Nov 2023 - Present

- Developed and executed high-impact visual content for major brands across the financial, health, tourism, and cultural sectors; including Commercial Bank, Qatar Airways, Old Doha Port, Media Majlis, and Alfardan Group.
- Led full-cycle content creation for Commercial Bank's social platforms, strategy, scripting, filming, editing, and publishing, including the viral 'CB Safe Angry Translator' campaign, which surpassed 180K+ views and drove strong audience engagement.
- Produced TVCs, social films, documentaries, animations, and photography for broadcast and digital platforms.
- Collaborated in multidisciplinary roles across campaigns, including producer, director, scriptwriter, cinematographer, lighting lead, editor, and sound designer, to shape projects from concept to delivery.
- Contributed to creative direction and storytelling strategies to ensure cohesive, brand-aligned campaigns.

Multimedia Producer - Full-time - Doha, Qatar Avey

3 Months
Sep 2023 - Nov 2023

- Collaborated with the marketing team to develop a targeted campaign for online consultation, increasing market penetration and customer engagement by 20%.
- Managed the company's digital media calendar, optimizing content scheduling across multiple social media platforms.

Director - Self Employed - Doha, Qatar "Asliyat" Northwestern University Studio 20Q Grantee Film

10 Months
Nov 2022 - Sep 2023

- Directed a short film with a team of 40, completing the shoot in just four days using green screen technology.
- Pioneered a unique collaborative project that integrated illustration art, theatrical art, and filmmaking, showcasing multidisciplinary creativity.

Film Production - Freelance - Doha, Qatar Gaffer and Sound Engineer

4 Months
May 2023 - Aug 2023

- Served as a sound recordist for various projects, including freelance shoots for Balandi Express, Doha Expo 2023, and Ambient Light's feature film on the World Cup.
- Acted as Lighting Head and Sound Designer for short films produced by Doha Film Institute (DFI).

FIFA Technical Assistant - Contract - Doha, Qatar Fox Sports (FIFA World Cup 2022)

2 Months
Nov 2022 - Dec 2022

- Assembled and managed broadcast equipment for Fox Sports broadcasters and commentators during live FIFA World Cup feeds.
- Supervised the on-site production cabin for live transmission of World Cup games across Fox channels, ensuring seamless broadcast operations.

Film/Multimedia Specialist - Internship - Lahore, Pakistan Check Box Media (CBM)

8 Months
May 2021 - Dec 2021

- Independently produced 50 multimedia pieces for clients, significantly enhancing their social media presence through strategic rebranding.
- Spearheaded the BTS video for "Hot Mango Chutney Sauce" music video, achieving over 500,000 views.

Multimedia Specialist - Internship - Doha, Qatar Socialite

6 Months
Dec 2020 - May 2021

- Produced multiple multimedia projects and edited over 100 images for clients, including high-profile projects like "This is Qatar."
- Developed monthly content strategies for various clients, enhancing their digital platform presence.

EDUCATION AND OTHER EXPERIENCES

- **Northwestern University, Bachelor of Science** - Major in Communication | Minor in Sound Design (Class of 2023). Graduated Magna Cum Laude with Dean's Scholastic Highest Honors (CGPA: 3.95/4.00).
- Social Media Specialist for Formula One (Qatar GP 2022) and Lusail Circuit Sports Club.
- DOP and Editor Digital Advancement and Media Application Lab Northwestern grantee film, a virtual 360 film "Lahore Lahore Hai" in 2019.
- Awarded Best Documentary Film at the Northwestern's Media and Research Awards in 2022 and 2023
- Collaborated over 20+ film and commercial sets, primary roles as Gaffer, Sound engineer and Director.
- Film specialist for Government of Pakistan, led a 15 minutes long documentary for Pakistan.

SOFTWARE EXPERTISE

- Avid Pro Tools
- Premiere Pro CC
- Audition CC
- Lightroom CC
- After Effects CC