

Karim AbuBakr

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SUMMARY

For more than 15 years, I've been working in film and media production across the GCC and Egypt, contributing to a wide range of projects that span cinema, television, corporate films, events, and digital media. Throughout this journey, I've had the opportunity to collaborate with different teams, companies, and creative professionals, helping transform ideas into strong visual stories. My experience allows me to look at a project from both creative and production perspectives — understanding not only how it should look, but how it should work. I'm particularly interested in projects where storytelling and visual language matter. From early concept development and planning, to cinematography, directing, and post-production, I enjoy being involved in the full creative process that shapes a production from the first idea to the final frame. Over the years, working across different markets and production environments has helped me develop a practical and adaptable approach to filmmaking — balancing creative vision with the realities of production. If you're planning a film, branded content, or any visual project and looking for someone who can contribute creatively while understanding the production side of things, feel free to connect.

EXPERIENCE

Film Director

Seven Media

July 2024 - Present

At Etihad Rail (one of the agency clients), I led the creative and production direction for strategic corporate and B2B visual content, focusing on freight, infrastructure, and logistics storytelling. My role combined project management with hands-on filmmaking—overseeing concept development, directing, cinematography, and post-production to ensure every deliverable aligned with the company's national vision and operational scale.

Creative Editor

Aws Studios

April 2021 - Present

working closely with the wider team on one of the most well-known projects in the Middle East (Al Sadma) • Edit and assemble raw footage into polished video content for films, corporate productions, events, and digital platforms. • Shape the narrative structure of projects by refining pacing, timing, and visual storytelling to create engaging and impactful content. • Collaborate closely with directors, producers, and creative teams to ensure the final edit aligns with the creative vision and project objectives. • Enhance visual quality through color adjustments, sound design integration, music selection, and motion elements when required. • Manage post-production workflows including organizing footage, reviewing cuts, implementing feedback, and delivering final masters. • Ensure content meets technical and creative standards across different platforms and formats. • Contribute creatively to the storytelling process by suggesting visual approaches, transitions, and narrative improvements during editing.

Social Media Director

Abu Dhabi Media (ADM)

June 2021 - August 2021

- Produced and managed engaging digital content for the television program Win the Crowd on Abu Dhabi TV, supporting the show's presence across social media platforms.
- Developed and executed social media content strategies to extend the program's reach and increase audience engagement beyond the television broadcast.
- Collaborated closely with the production, editorial, and creative teams to identify key moments and transform them into compelling social media content.
- Oversaw the creation and publishing of short-form video content, behind-the-scenes materials, and promotional assets tailored for digital audiences.
- Coordinated with editors and graphic designers to ensure all published content aligned with the show's branding and visual identity.
- Monitored audience interaction and platform performance to optimize content delivery and maximize viewer engagement across digital channels.

Content Producer

MBC GROUP

January 2020 - April 2020

- Contributed to the development and production of high-impact entertainment content for one of the most widely viewed television programs in the Arab region on MBC.
- Collaborated with the production and creative teams to generate engaging content ideas aligned with the show's concept and audience expectations.
- Participated in crafting visual and digital content that supports the program's storytelling and enhances audience engagement.
- Coordinated with directors, editors, and production teams to ensure creative concepts were effectively executed during filming and post-production.
- Assisted in producing content tailored for television broadcast as well as digital platforms and social media distribution.
- Maintained high production standards in line with the creative and technical expectations of large-scale MBC entertainment productions

Independent Filmmaker

Freelancer.com

May 2017 - February 2019

More than 4 years of experience in the field of various kinds of media projects including. cinema, tv shows, media agencies, companies, events, and personal production.

Freelance Filmmaker

Freelance (Self employed)

November 2015 - April 2017

been working on very big projects in GCC, especially in UAE from events and big shows to media productions in series and tv shows and video clips

EDUCATION

Cairo University

2011 - 2015

Bachelor's degree , Mass Communication/Media Studies

SKILLS

- Behind the Scenes
- social media producer
- Creative Content Creation

LANGUAGES

- Arabic

LANGUAGES

- English

CONTACT DETAILS

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