



• Ali Hossam

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Links

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- <https://www.youtube.com/user/MrAliiiiiii>

Professional Summary

Detail-oriented Content Creator with extensive knowledge of Video, content creation and digital marketing. Skilled Videographer with +7 years of experience. Sets up and operates equipment, edits final videos and adds effects. Well-organized with disciplined approach and good time management skills. Enthusiastic about developing and realizing cohesive vision with each project.

Skills

- Cinematographer
- Directing experience
- Video Editing
- Configuring equipment
- Post-production expertise
- Location Scouting
- Digital asset management
- Social Media Content
- Lighting support
- Storyboard creation
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop
- Content sourcing
- Brand Messaging

Work History

10.2022 - Current

• **Content Marketing Manager**

MPC - Dubai, UAE

- Lead development and implementation of content marketing strategy to drive brand awareness, engagement, and lead generation for Modern Pharmaceutical Company.
- Oversee creation and distribution of high-quality content across various channels, including digital platforms, social media, email campaigns, and print materials.
- Collaborate with internal teams, including marketing, sales, and product development, to align content strategies with overall business objectives and marketing campaigns.
- Manage a team of content creators, editors, and designers, providing guidance, feedback, and support to ensure content aligns with brand voice, style guidelines, and SEO best practices.
- Measure and analyze content performance using analytics tools and KPIs to optimize strategies, improve engagement metrics, and drive conversion rates.
- Produced original video content by working collaboratively with producers, designers, and art specialists to facilitate multimedia production.

11.2021 - 10.2022

Executive Video Content Creator

MAGNITUDEAE - Abu Dhabi, UAE

- Was responsible for producing compelling video content aimed at promoting tourism and investment opportunities in Abu Dhabi.
- Managed end-to-end video production process, from scriptwriting and storyboard development to filming, editing, and final delivery.
- Ensured high production quality and adherence to brand guidelines, maintaining consistency in messaging and visual identity across all video projects.
- Conserved footage archive by organizing, labeling, and tagging with metadata.
- Set up for shots according to production schedules, weather, and lighting conditions and available equipment.
- Developed creative approaches to video production to create unique and engaging content.

02.2020 - 11.2021

Freelancer Videographer

For F&B, Hotels In UAE And Egypt

- Produced high-quality video content tailored for the food and beverage (F&B) industry and hospitality sector in UAE and Egypt.
- Collaborated directly with clients, including restaurants, cafes, hotels, and resorts, to understand their branding and promotional needs.
- Conducted pre-production planning, including scriptwriting, storyboarding, and location scouting, to ensure effective video execution.
- Delivered final video products on time and within budget, meeting client specifications and expectations.
- Calculated proper lighting, shutter angles, camera distances and shot factors.
- Edited raw footage in post-production to produce professional videos.

06.2017 - 01.2020

Content Creator (video and Photos)

Those Social Guys Agency - Dubai, UAE

- Operated video cameras in various environments, adjusting settings appropriately for outdoor and studio.
- Utilized variety of video formats and equipment to create desired audiovisual effects.
- Produced videos according to client specifications, including desired length, style and pace.
- Transported and set up camera dollies, sliders and jibs.
- Utilized compositing and computer-generated imagery to enhance videos.

10.2014 - 05.2017

Community Manager

DU Social Media Team - Dubai, UAE

- Managed DU's online community across various social media platforms, fostering engagement and building brand loyalty.
- Developed and implemented social media strategies to enhance DU's presence and reputation in telecommunications industry.
- Created and curated compelling content, including posts, videos, and graphics, aligned with brand voice and marketing objectives.

Education

2011

Bachelor of Arts, German Dept -Cairo University, Egypt

Languages

Arabic: Mother Tongue. English: Fluent.