

Abdul Rehman Hashmi

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[Creative Portfolio](#)

EDUCATION

University of Creative Arts of London

Sep 22 – May 25

Bachelor of Arts, Film & Video Production

Relevant Courses: Cinematography; Video Editing; Color Grading; Sound Design; Documentary Filmmaking; Motion Graphics; Visual Storytelling; Lighting Techniques; DaVinci Resolve Studio; Adobe Premiere Pro; After Effects; UI/UX & Web Design

PROJECTS

"1947" – Short Documentary / Senior Project

- Directed and produced a short documentary on Pakistan's birth, leading the project from concept to post-production, blending advanced storytelling with archival footage to reveal untold personal histories.

Hyundai Sonata Ad Campaign / Commercial Project

- Conceptualized and executed a cinematic ad campaign emphasizing elegance and performance; led creative direction, lighting and on-location shoots to deliver high-impact branded content.

Multiple Short Films Collection / Creative Portfolio

- Wrote, directed, and produced a series of short films across genres focused on character-driven storytelling, sound design, and visual mood.

Product Photography Campaigns / Commercial Photography

- Led studio and on-location campaigns for Enza Home and Gymkhana Club Lahore, delivering premium imagery focused on lighting, composition, and brand aesthetic.

Fashion Campaign Direction / High-End Fashion

- Directed editorial fashion campaigns from pre-production through post, blending artistic direction, lighting mastery, and editorial styling.

WORKING EXPERIENCE

Freelance Video Editor & Videographer

2019 – Present

- Produced 1,000+ projects (commercials, social ads, branded content, short films) from concept to delivery, including shooting, editing, motion design, and audio mixing.
- Created high-performing social media content with 1M+ impressions and improved ad performance by up to 30% through A/B testing.
- Achieved 80–100% client satisfaction while meeting tight deadlines and managing workflows via Slack, Asana, and Frame.io.

Director of Media – Football Clubs & Tournaments.

2020 - 2024

- Oversaw media direction, content creation, and brand communication for leading football clubs and tournaments across Lahore and Islamabad, including LST, Smurfs, Football Factory, Bulls, Pakistan Football League, Griffin, Bigmen, and Team 18.
- Led campaign strategies, video production, social media management, and on-ground coverage to enhance visibility, engagement, and community outreach in Pakistan's growing football scene.

LEADERSHIP/ EXTRACURRICULAR

Sony Professional Workshops:

- Organized and conducted 2 hands-on Sony workshops showcasing latest professional cameras with fully equipped sets, professional lighting, and styled models.

Cinematic Storytelling Workshop:

- Conducted workshop on cinematic storytelling techniques for advertising and commercial content creation (2023, Lahore).

Cultural Heritage Documentation:

- Directed cultural heritage documentation project "Usman Ki Baithak" preserving traditional baithak culture in Old Lahore.

SKILLS/TOOLS

DaVinci Resolve Studio; Adobe Premiere Pro; After Effects; Adobe Lightroom; Frame.io; Trello; Asana; Slack; Cinematography; Color Grading; Sound Design; Motion Graphics; Commercial & Documentary Filmmaking; Product & Fashion Photography; Sony Alpha cameras; Professional lighting; Video Production; Content Strategy; Creative Direction; Post Production; Marketing; Entrepreneurship; Figma; Graphic Designing; Blender.
Languages: English (fluent), Urdu (native)