

## Contact

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## Top Skills

Augmented Reality (AR)  
Data Analysis  
Human Behavior Research

## Languages

English (Native or Bilingual)  
Urdu (Native or Bilingual)

## Certifications

Digital Video Editor (DVE)  
The Complete Da Vinci Resolve Course: Beginner to Filmmaker  
Google Prompting Essentials  
CCNA  
Google AI Essentials

## Honors-Awards

2nd Position in Project Exhibition  
Mann Ki Hastam - Official Selection  
Mann Ki Hastam - Official Selection  
Mann Ki Hastam - Official Selection  
Mann Ki Hastam - Official Selection

## Publications

A study of SAR Despeckling Methods  
Analysis of SAR Images Speckle Reduction Techniques  
PLASTIC DEBRIS: OCEAN A FINAL DESTINATION  
The Blood Moon [Book]

# Ahmed Athar

Queer Filmmaker & Marketing Strategist | AI + Storytelling | Building Narratives That Move Culture  
Chicago, Illinois, United States

## Summary

Award-Winning Filmmaker & AI-Powered Marketing Strategist  
B.S. Computer Science · MBA in Marketing · Diploma in Film/Video  
Bridging the worlds of cinema, technology, and marketing to create story-driven, data-proven impact for brands and films worldwide.

## Key Results:

Increased organic traffic by 40% & boosted page views by 30% through deep-dive SEO/content strategy

120,000+ video views, 2,000+ content pieces managed, 45% engagement growth in digital campaigns

Films selected at 5+ international festivals | 2nd Place – Mandi Theater Play Contest (2025)

Published author (The Blood Moon, Daastan 2018) | IEEE research in AI/image processing

## Hybrid Power:

Video Production: Adobe Creative Suite, DaVinci Resolve, Final Cut Pro, Sound Design, Color

AI & Analytics: Google AI Certified, Prompt Engineering, Analytics (GA, Ahrefs, SEMrush)

Digital Strategy: Social/video marketing (TikTok, IG Reels, YouTube), Brand Storytelling

Technical Core: CCNA, Python, C++, Network Security

## Why Entertainment Brands Hire Me:

I bring film-industry storytelling craft to commercial marketing—creating video content that performs like art but converts like advertising.

#### Storytelling & Strategy, Aligned:

My edge is in uniting cinematic storytelling with cutting-edge tech to deliver both emotional and business results. I speak “creative” and “data”—and can turn complex ideas into films or campaigns that move people and drive outcomes.

#### Actively Seeking Roles:

Brand/Content Manager · Creative Director · Video Marketing Lead  
Film/Industry Marketing · Commercial Director · Documentary/  
Festival/Feature Projects

Portfolio: [linktr.ee/ahmedrikk](https://linktr.ee/ahmedrikk)

Email: ahmed.rik1501@gmail.com

Let's connect—I'm ready to build what's next.

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## Experience

### Meta

AI Research Contributor - Reality Labs  
November 2025 - Present (1 month)  
Chicago, Illinois, United States

Contributing to Reality Labs' development of AR/VR/MR technologies, focusing on human behavior modeling and AI systems that enhance immersive experiences. Work involves analyzing behavioral patterns to improve spatial computing interfaces and avatar interactions.

#### Key focus areas:

Human behavior captioning and analysis for AI training

Supporting development of Meta Quest and Ray-Ban AR technologies

Contributing to research on natural human-computer interaction in immersive environments

This role combines my technical background in computer science and AI with interest in how emerging technologies will transform visual storytelling and user experiences.

**Freelance (Self employed)**  
Independent Filmmaker  
July 2018 - Present (7 years 5 months)

Directed, edited, and wrote independent films, YouTube videos, and music videos, demonstrating strong visual storytelling.

Managed the entire filmmaking process, ensuring on-time and budget-conscious delivery.

Utilized advanced editing software (Adobe Premiere Pro, DaVinci Resolve) to enhance the impact of each project.

**My Otaku World - MOW**  
SEO Analyst & Content Manager  
October 2023 - November 2025 (2 years 2 months)

Drove a 40% increase in organic traffic by leading comprehensive SEO audits and content revamps, optimizing meta tags and keyword strategies.

Enhanced content performance by overseeing 2,000+ pieces, ensuring alignment with editorial guidelines and achieving a 30% boost in page views.

Streamlined content operations by managing the full content lifecycle and coordinating editorial updates, ensuring accuracy and strong SEO alignment through effective use of WordPress and Google Search Console.

**Student World Impact Film Festival (SWIFF)**  
Fesitval Jury Intern  
January 2024 - April 2024 (4 months)

**AbbVie**  
Technical Support Specialist  
October 2022 - September 2023 (1 year)  
Waukegan, Illinois, United States

Hands-on experience in Windows 10, hardware, and mobile device security

Strong written and verbal communication skills with a proven track record in exceptional customer service

Ability to translate technical information into layman's terms for non-technical stakeholders

Proficient in project management and team collaboration tools including Microsoft Teams, AV systems, Zoom, and WebEx

Experience with security incident response and data protection regulations (e.g. GDPR, HIPAA) a plus.

**Student World Impact Film Festival (SWIFF)**

**Festival Jury Intern**  
May 2023 - August 2023 (4 months)  
United States

In my Festival Jury Intern role at SWIFF, I assessed diverse films, applying both established criteria and personal artistic sensibilities.

Efficiently managed the film evaluation process, contributing effectively to the festival's mission.

Utilized my cinematic knowledge to promote excellence in our celebration of film.

**Concordia University Chicago**  
**CougarNet Help Desk Specialist**  
September 2019 - October 2022 (3 years 2 months)  
Chicago

Expert in Audio Video and Print Services

Hands-on experience in setting up equipment and delivering on-time installations

Technical support for teachers and programmers at Concordia University Chicago

Project management skills

Delivering creative solutions for various projects.

**Cotton Connection Ltd.**  
**Ecommerce Marketing Manager**  
March 2022 - September 2022 (7 months)  
Chicago, Illinois, United States

Managed and updated website inventory, adding 100+ new products and ensuring accurate pricing and descriptions.

Designed and executed promotional campaigns, increasing website traffic by 20% through targeted email marketing and social media ads.

Optimized product images using Adobe Photoshop, improving visual appeal and contributing to a 15% sales boost.

Analyzed marketing data in Microsoft Excel, tracking performance metrics and identifying trends for improved engagement strategies.

**Rikovations Pvt. Ltd.**  
3 years 2 months  
**Head of Marketing**  
March 2019 - March 2022 (3 years 1 month)  
Karachi, Sindh, Pakistan

Led the establishment of the startup's advertising and marketing strategy, successfully positioning it within the Pakistani market.

Managed and improved the company's website, prioritizing a user-friendly interface and a platform for customer engagement.

Devised and executed advertising campaigns with a significant emphasis on video production, significantly boosting customer acquisition and brand awareness.

Efficiently handled a variety of responsibilities in a dynamic startup environment, including advertising, marketing, brand building, and management of video production.

#### **Marketing Specialist**

February 2019 - April 2019 (3 months)

Karāchi, Sindh, Pakistan

Assisted in the creation and implementation of the startup's advertising and marketing strategy.

Participated in the creation of the company's website, emphasizing user-friendly interface and customer engagement.

Developed and implemented advertising campaigns, including video production, to enhance customer acquisition and brand recognition.

Managed a range of responsibilities in a dynamic startup environment, including advertising, marketing, brand building, and video production.

#### **Oktopus Group**

Creative Writer

February 2019 - February 2021 (2 years 1 month)

Pakistan

Developed creative copy for print, digital, and radio advertisements

Executed high-performing advertising campaigns leading to increased sales and brand recognition

Generated fresh and engaging content praised by clients

#### **Freelance**

Freelance Developer

August 2017 - September 2019 (2 years 2 months)

C++ / Python projects  
Network Testing  
Threat and risk analysis  
Conducting security research and development

**Freelance**  
**Freelance Writer**  
2016 - 2018 (2 years)

Wrote and revised engaging, impactful scripts for TV commercials, brand videos, and other advertising projects.

Conducted research and worked with creative teams to align scripts with the client's brand strategy and messaging.

Created effective scripts for TV, web, and social media using strong writing and storytelling skills.

Stayed current with the latest advertising and screenwriting trends to enhance script impact and effectiveness.

**Freelance, self-employed**  
**Student Research Assistant**  
August 2017 - November 2017 (4 months)  
Islamabad

Assisted in research study on filtering of speckled SAR images.

Published in 2018 iCoMET, IBA Sukkur, Pakistan.

Recommend improvement through the use of:

Advanced techniques such as deep learning algorithms (e.g. CNNs)

Multi-temporal images analysis to provide a more comprehensive understanding.

**Civil Aviation Authority of Pakistan**  
**Network Intern**  
August 2015 - September 2015 (2 months)  
IT, Head Quarter, Pakistan CAA

Assisting in the design, implementation and maintenance of secure network systems

Monitoring network performance, security and availability

Configuring firewalls, routers and switches to ensure network security

- Assisting in conducting vulnerability assessments and penetration testing
- Documenting network configurations, processes and policies

Providing technical support and troubleshooting for network-related issues

## **Education**

Concordia University Chicago

Master of Business Administration - MBA, Computer Science · (July 2021 - August 2023)

Indus Valley School of Art and Architecture

Diploma, Film/Cinema/Video Studies · (November 2020 - June 2021)

COMSATS Institute of Information and Technology

Bachelor of Science (BS), Computer Science · (2013 - 2017)