

Saleh Ali

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Khayaban-e Badar, Phase 6, DHA, Karachi, Pakistan.

CONTENT CREATOR

Videographer/Photographer with a Bachelor's degree in Media Studies, driven by a background in film and photography. Drawing from my understanding of advertising principles, and digital marketing, I possess a well-rounded comprehension of the industry. Thriving in collaborative environments, I eagerly embrace challenges and approach them with a solution-oriented mindset. Driven by an insatiable appetite for growth, I proactively seek opportunities to expand my knowledge and skill set. I have a strong aversion to traditional work, as I find no joy in engaging in it. My ultimate aspiration is to live a life free from any form of work. However, there are two pursuits that ignite my passion and creativity: content creation and filmmaking. These avenues allow me to express my artistic vision and bring ideas to life. Despite my deep passion for these endeavors, I often find myself dissatisfied with the final outcome, as I relentlessly chase perfection. If you possess the means to equip me with the tools and knowledge to create flawless content, I am wholeheartedly at your disposal.

HARD SKILLS

Content Strategy
Data Analysis
Social Media Management

Video Editing
Photoshop
Script Writing

Creative Production
Photography
Videography

PROFESSIONAL EXPERIENCE

SMA Productions

Oct 2021 - Present

Founder - Writer, Director and Producer

Have written, directed, and produced multiple short films.

Key Responsibilities:

- Crafted narrative treatments and screenplays for various projects.
- Generated creative concepts and developed commercial treatments.
- Led the creative production of short films and digital video commercials.
- Created storyboards and shot lists to ensure effective visual storytelling.
- Managed director boards for smooth production operations.
- Conducted film editing to enhance the final output.
- Demonstrated proficiency in photography to capture compelling visuals.

Helium Pvt Ltd

Aug 2021 - Feb 2023

Social Media Strategist and Media Specialist

Have worked with multinational organizations to create effective social media strategies and bring them to fruition.

Key Responsibilities:

- Executed creative production strategies for social media campaigns.
- Directed corporate videos to convey brand messages effectively.
- Utilized photography skills to capture engaging visuals for marketing purposes.
- Analysed data to research consumer trends and consumer behaviour.

Monkeymind Films

Aug 2020 - Nov 2020

Assistant Director

Assisted the director in the production process for television commercials.

Key Responsibilities:

- Successfully managed talent and coordinated their schedules.
- Prepared detailed call sheets and shot lists for efficient production.
- Ensured the smooth running of the production set.
- Assisted in producing, directing, shooting, and editing video content for online platforms.

Adcom Leo Burnett

Jun 2018 - Jul 2018

Copywriting - Intern

Assisted Copywriter with copy for advertisement campaigns.

Key Responsibilities:

- Developed compelling copy for various marketing materials.
- Contributed to social media marketing campaigns.

EDUCATION

Indus Valley School of Art and Architecture

Bachelor of Design | Major in Media Studies (Major in Film)

The Lyceum School

A Levels | Humanities (Economics, Psychology and Mathematics)