



UBAID ULLAH NASIR

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PROFESSIONAL SUMMARY

Experienced Media Asset Manager and Archivist with over 18 years in television broadcasting, digital archiving, and media operations. Specialist in file-based ingest, digital media workflows, MAM systems (Avid, Final Cut Server), metadata management, content compliance, and non-linear editing (Adobe Premiere Pro, Avid Media Composer, Final Cut Pro). Adept at collaborating with production, editorial, legal, and IT teams for efficient and secure asset management. Highly organized, detail-oriented, and committed to delivering quality across fast-paced broadcast environments.

KEY SKILLS

- Media Asset Management (MAM): Avid, Dalet, Final Cut Server
- Non-Linear Editing (NLE): Adobe Premiere Pro, Avid Media Composer, Final Cut Pro
- Digital Archiving & Metadata Tagging
- File-based Ingest & Migration (Hard Drives, FTP, SD/Camera Cards)
- Video Formats, Codecs, and Digital Media Workflows
- Quality Control & Secure Content Distribution
- Post-Production Support & Housekeeping
- Content Search & Retrieval
- Rights & Usage Compliance
- Team Collaboration: Editorial, Production, Marketing, Legal
- Systems Troubleshooting with IT/Broadcast Engineering
- Highly organized, adaptable, and proactive

PROFESSIONAL EXPERIENCE

Senior Archivist / Media Asset Manager

IMC – GEO TV | Karachi

Feb 2014 – Present

- Oversee file-based ingest and digital asset management in a high-volume broadcast environment.
- Manage digital archives with MAM platforms; establish robust metadata schemes and file naming taxonomy.
- Supervise legacy content migration to digital; ensure easy retrieval and backup security.
- Quality control for archived content before release; troubleshoot material/system issues with IT.
- Collaborate on rights management and compliance with legal, production, and editorial teams.
- Conduct regular post-production housekeeping and support for editing workstations and servers.

Senior Archiving Executive

CNBC Pakistan & SAMAA TV | Karachi

May 2010 – Feb 2014

- Implemented digital audio-visual archiving strategies; supported ingest, cataloguing, digitization, and equipment procurement.
- Launched Final Cut Server digital library and LTO storage systems.
- Managed tapeless digital workflows and content migration for efficient, secure content accessibility.

Archive Officer

Capital TV (HB Media) | Karachi

Jan 2013 – Oct 2013

- Developed and maintained digital/manual archiving systems from channel launch.
- Designed cataloguing protocols and enforced content management standards.

Transmission Officer / Scheduler

Eye Television Network Limited (HUM Network) | Karachi

Oct 2008 – Jun 2010

- Managed channel playlist scheduling, FPC, EPG, commercials, and promotions.
- Ensured content quality with checks for scheduled, repeat, and live programs; handled breaks and captioning.

Librarian

Eye Television Network Limited (HUM Network) | Karachi

Jan 2007 – Sep 2008

- Maintained program archives and databases; prepared backups, synopses, and showreels for marketing and content sales.
- Coordinated with editing, transmission, and production teams for content and documentation needs.

Office Administrator / Customer Relations Officer

R.A Engineering | Karachi

Jul 2005 – Dec 2006

- Client liaisons, staff deployment, payroll, office and inventory management, and complaint handling.

Self-Employed, Real Estate Consultant / Digital Marketer

Karachi

Jan 2016 - Present

- Real estate sales, property research, documentation, negotiations, and digital marketing (Meta Ads, online listings, basic graphics/video editing).

EDUCATION

Master of Arts (International Relations)

University of Karachi, 2023

Bachelor of Arts (Political Science)

University of Karachi, 2017

I.Com (Commerce)

Ghazi Foundation College, Karachi, 2004

SSC (Science)

Happy Home School, Karachi, 2002

CERTIFICATIONS & TRAINING

- **Digital Journalism** – Reuters, 2021
- **Social Media Marketing (Digital Marketing)** – IBA, 2019
- **TV Production & Broadcast** – Aawaz Institute of Media Sciences, 2013
- **TV Broadcast Operations** – PAF-KIET, 2012
- **Microsoft Office & Computer Hardware** – IEMS, 2002

TECHNICAL PROFICIENCIES

- MAM: Avid Media Central, Final Cut Server
- NLE: Adobe Premiere Pro, Avid Media Composer, Final Cut Pro
- Digital File Transfer: FTP, network storage
- OS: MacOS, Windows
- Office: Microsoft Office, Google Workspace

LANGUAGES

- English (Fluent)
- Urdu (Fluent)

PERSONAL INFORMATION

Date of Birth: 04 Feb 1986

Nationality: Pakistani

Marital Status: Married

REFERENCES

Available upon request.