

IBRAHIM MOHAMMED JAWAD

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PROFESSIONAL:

CREATIVE HEAD: One&Only Advertising, Dubai/Chennai, engaged in Online Advertising, Digital & Social Media Marketing and my core activity is to create marketing strategy and communications. Clients: LKS Gold House, GoodWordBooks, Saaral FMCG, Bicyclehub, **2020**

CREATIVE CONSULTANT: Bluebeam Solutions, Chennai engaged in Branding, Events, Outdoor Advertising. My core activity is to create brand strategy, marketing communications. Clients: SPR, Litaski, ALT LED, Elentech, **2018**

CREATIVE DIRECTOR: iCreations India Private Limited, Specializing in Integrated Marketing Communications **2016**

CREATIVE HEAD: Digital Media Services, Chennai engaged in Direction of Corporate Videos, Audio/Video Presentations, and Ad Conceptualization. My responsibility is to direct the activities in pre-production, production and post-production of film-making and other new media projects. Serving clients like L&T, TVS, MMM Hospital AND ECC. **2006**

MEDIA CONSULTANT: Digiscape Studio, (Cadgraf) Chennai. Heading the Digital Business Communication Division of the company engaged in Creative Services to L&T, ECC, HOMEDICARE, TVS ELECTRONICS. Acting as Client Services Manager, administrating the creative crew and designers in process control and project delivery. Marketing, Sales and Production were other major profile functions handled. **1999-2004**

SALES AND MARKETING REPRESENTATIVE: Al-Wafa Printing Press Co; Dammam. Acting as sales and customer support representative to clients at the Saudi Arabian Oil Company, Al-Wafa's largest customer. Engaged in marketing operations, invoice and payment administration, contract negotiation, participation in job explanation meetings, creation of print specifications, presentation of design options, materials distribution and other customer service functions. **1994-1999.**

CUSTOMER SUPPORT EXECUTIVE AND SOFTWARE TRAINER: A.F. Ferguson & Co; Chennai. Training staff of Tamil Nadu Water and Drainage Board in various computer applications, including payroll, materials management, project management, management information systems, financial systems and materials consolidation. **1994**

PROFESSIONAL DEVELOPMENT:

PROFESSIONAL DEVELOPMENT SEMINAR SERIES ON FILM MAKING:

Attended various film related seminars sponsored by SAE Tech College, Chennai, on topics including Cinematography, Acting & Direction two days workshop by Actor Nasser, Review on Animation Industry by Rhythm & Hues, Creativity and Advertising by Mr. Vijaysekar, CMM, Chennai. Other major seminars attended during the course presented by cine actors like S.J. Surya, director Dharani and actress Revathi. **2004-2005**

ARABIAN SOCIETY FOR HUMAN RESOURCE MANAGEMENT CONFERENCE

ON TRANSFORMATIONAL LEADERSHIP: Participated as a delegate to a three-day conference focusing on transformational leadership and issues of change. **1997**

INTERNATIONAL FILM FESTIVALS OF INDIA: Delegation of study tour to IFFI-2004 and 2006, Goa.

EDUCATION:

MASTER'S IN BUSINESS ADMINISTRATION – MARKETING from ITM Technology College Chennai.

BACHELOR'S OF SCIENCE: The New College-Madras University. (Bachelor's in Zoology), 1993.

DIPLOMA: SAE, Tech College, Chennai. Diploma in Digital Film Making, 2004-2005.

DIPLOMA: Apple Industries Ltd., Chennai. Diploma in Information and Systems Management, 1994.

INTERNATIONAL DIPLOMA: N.C.C., United Kingdom (Distance Learning). Diploma in Computer Programming and Applications, 1994.

COMPUTER PROFICIENCIES:

Working proficiency in major software like Adobe- Photoshop, Illustrator, Premiere, AfterEffects, 3D sw- 3DS max and Maya, Editing suite- Avid, Audio sw- Nuendo, ProTools and Midi, Compositing sw-Combustion, Story boarding and Scripting sw- FrameForge and FinalDraft.

TECNOLOGY PROFICIENCIES:

PRE-PRODUCTION: Concept/Story developing techniques, Script and Screen play writing knowledge, basic storyboarding and mood board drawing techniques, Animatics and Animation acting knowledge.

PRODUCTION: Knowledge comprising of major digital cameras handling for indoor-outdoor shooting with complete lighting set-up of Kinoflo, HMIs and other regular fersenal lamps. Scheduling and Budgeting, Casting, Make-up, Costumes co-ordination experience with live projects.

POST-PRODUCTION: Batch-capturing, offline and online editing knowledge , visual and special effects supervising, audio-video sync practical know-how, on-location and indoor audio recording/capturing with multiple mixing setup, audio mixing, and titling design techniques with various software.

LANUAGES SPOKEN:

English, Arabic, Urdu, Hindi, Tamil and French.

PERSONAL:

Date of Birth: May 4, 1971

Martial Status: Married

Nationality: Indian

Portfolio:

<https://www.behance.net/jawadmohammed>

