

# MOHAMMED MUDASSIR SHAHUL HAMEED

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## PROFESSIONAL SUMMARY

Creative and results-driven Content Creator & Producer with 3+ years' experience delivering engaging multimedia content across automotive, lifestyle, and digital radio sectors. Proven ability to increase audience engagement by up to 40% through strategic content planning and execution. Skilled in photography, videography, video editing, and team leadership. Strong understanding of social media marketing, campaign strategy, and digital storytelling. Holds a Master's in International Business Management focusing on brand strategy, e-commerce, and market research.

## KEY SKILLS

Content Creation & Production: Photography, Videography, Video Editing,

Podcast & Radio Production

Leadership & Collaboration: Team Leadership, Creative Direction,

Stakeholder Engagement

Technical Tools: Adobe Premiere Pro, Final Cut Pro

## PROFESSIONAL EXPERIENCE

### Content Producer

**PieRadio UK, Manchester** · Mar 2024 – Present

- Produced and edited multimedia content including radio shows, podcasts, and music video interviews for youth-focused digital platforms.
- Managed all stages of production including scripting, recording, and post-production to deliver 15+ episodes monthly.
- Collaborated with local artists and creatives to boost community engagement, increasing weekly viewership by 40%.
- Applied digital marketing tactics to optimize content for TikTok, Instagram, and YouTube audiences.
- Used Adobe Premiere Pro and Final Cut Pro to maintain professional video quality and consistency.

### Content Creator

**SZ Motor Group, Nottingham** · Jan 2024 – Mar 2024

- Created automotive-focused photo and video content that increased social media engagement by 25%.
- Coordinated production schedules ensuring timely delivery aligned with brand campaigns and sales objectives.
- Maintained brand consistency across digital channels, contributing to a 15% uplift in lead generation.

- **Wedding Filmmaker**

**Bilal Studios, Manchester** · Nov 2023 – Dec 2023

- Captured and edited premium wedding films, delivering 20+ client projects with a 98% satisfaction rate.
- Led entire production from concept through delivery, employing storytelling to enhance client experience.
- Earned multiple client referrals by consistently exceeding expectations on quality and professionalism.

## **EDUCATION**

### **MSc International Business Management**

University of Salford · 2022 – 2023

### **B.B.A**

St. Aloysius Autonomous College, Mangaluru, India  
Focus on e-commerce business models, brand management, consumer behaviour, and market research.

## **INTERESTS**

Photography · Travel · Hiking · Audio/Visual Storytelling

## **Other Skills**

Creative Leadership: Inspire and manage teams to deliver innovative content on time and within budget.

Agile & Collaborative: Skilled in Agile workflows and cross-functional collaboration to streamline production pipelines.

Technical Mastery: Advanced skills in Adobe Premiere Pro, Capcut, and social media ad platforms (Facebook, TikTok, WhatsApp).

Brand Storytelling: Ability to craft narratives that resonate deeply and drive measurable conversion.