

MOHAMMED MUDASSIR SHAHUL HAMEED

MANCHESTER, UK · +44 7769 029231 ·
MOHD.MDSRR@GMAIL.COM

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.