**Sahid Sanusi**

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**Personal Statement**

I am a futuristic and complete finisher individual with almost 2 decades of broad experience in the creative industry. I have developed diverse transferable knowledge and skills to establish relationships among business to business (B2B) organisations and independent film production firms for Brands’ broad targeting, positioning and repositioning. I am able to analyse and strategies brands and their proposed services/products towards meeting their ultimate goals through increase brands’ marketing and communication to build cordial relationship among brands targets segments and return on investments.

In 2016, I have aligned the strengths of my academic marketing qualification with over two years’ experience gained as a Marketing and Brand Analyst of Bluewater Solution, an independent film production company. My position has now been changed to Marketing and Brand Consultant in 2019. I have successfully formalised my experience with first class grade in BSc (Hons.) Marketing in 2018. I am enthusiastic to apply my transferable skills and I am also willing to cultivate the firm’s culture towards adding profitable values to the firm, in team and/or as an individual.

**Education and qualification**

2016 – 2018 BSc in Marketing (2 years accelerated) Plymouth University

**Modules included:** Marketing and Communication, Strategic Marketing and Planning, Product Innovation Digital Marketing, International Market Development, Brand Management, Consumer Behaviour and Consumer Insight, Creativity and Innovation, Project/Placement Design and Implementation, Pricing and Advertising.

**Soft skills:** Leadership, Presentation, Research and the Professional, Networking and Employability Skills

2007 – 2008 Diploma in Digital Film-making SAE Institute, London

2004 – 2006 Diploma in Electrical/Electronic Engineering North West College, London

**Training**

2014 – 2015 Karl Taylor Pro Series Master Class Commercial Photography Training

**Advertising and Products Photography**

* I have undergone vigorous ability to convey and analyse strategic marketing requirement into advertising, fashion and products photography from the creative brief of Art Director or in-house Creative Director towards advertising, marketing and communication to the tailored target market segments.
* I have effectively gained increase insights on how to brainstorm and generated new ideas with ability to verify with clients’ needs and also establish the aptitude to align the use professional sources of lights, cameras and lens to dynamic highlight brand’s products such cosmetic, pack-shots, beverages, and luxury jewellery products for different brands’ marketing portfolio and campaign.

**Relevant Work Experience**

**Marketing and Brand Analyst/Consultant Bluewater Solution 2016 - Present**

* As a Marketing and Brand Analyst for the film titled Talking Dolls, I have demonstrated the growth of the film aligned with my ability to design and deliver critical analysis marketing reports, building and positioning the company’s brand portfolio. I have also exhibited the use of analytical skill to drive decision-making to attract strategic target to seek for opportunities across diverse industry sectors such as FMCG (business to business (B2B) and business to customers (B2C) and measured return on investment (ROI).
* I have successfully led with the associate researcher and specialist team of three to strategic draw out the strength of the production for brand positioning, marketing and communication. The management roles include designing of brand elements, communication mix across multi-channels (from digital to print and social media) and collaborated with media partnership such as industries’ bloggers and other professionals towards sourcing for new brand equities and build of awareness.

**Achievement:** The film was successfully premiered with sold out tickets at Greenwich Odeon Cinema, nominated for 42 awards and won 16 awards with various independent awarding bodies (Nollywood Excellence and Leadership Awards (NELAS).

**Marketing and UX Designer Mobile App (Work Base Project) Greenwich School Management’s Student Union Oct – Dec. 2017**

Among the knowledge gained was to develop mobile app for Greenwich School Management’s Student Union in a group of four as project/placement design and implementation. The app was successfully delivered, and went through Unit, System and Accepting Testing by external information system analyst and stakeholders for the final approval at the given date.

**The developed skills on Work Base Project**

* I completed an individual full report along with research and questionnaire analysis to evaluate human behaviour, technical skills incident, project log and design Gantt chart aligned with scheduled objectives.
* Seize the opportunity to take leadership role to coordinate the team, understood that every individual has different learning skills and also helped me to display discipline, reliance, open mindedness and awareness towards my contribution and support for the team. I have successfully exercised Conflict Resolution and project management to resolve aroused group conflict, which facilitated the group to present two different app for the final project.

**Freelance Creative Director Toks Media Productions Ltd (TMP), London 2008 – 2018**

* As a creative Director for TMP, I grew the creative department from its initial stages making a highly profit-building entity with over 20 firms. I managed to efficiently define companies’ vision and initiate strategies to create a competitive edge in their various industries and delivered an increase sustainable client portfolio.
* I have assertively led and collaborate with other vast freelance of different agencies, in-house teams and firms consisted of art directors, copywriters, designers, sales teams and marketers and account management personnel to strategically obtain the goal of the advertised campaigns to pushed multi-channel boundaries from media (Entertainment), FMCG, and technology sectors.
* I also carried out an additional role by creatively supporting BlueWater Solution’s film release of Talking Dolls and its communication towards primary and secondary different marketing segments to successfully channel its vision and manage to develop report and pitches with different concepts for advertising and promotional campaigns in accordance with deadlines.
* I have been known with the established trait, allowing or emerging creative thinker’s rooms to evolve along with the brands’ goals base on the individuality’s strengths. And I able to draw sign-off solutions or opportunities from the insights’ trends via the creative brief, storyboard, and productions.

**Freelance Film Editor and Director of Photography 2005 - 2017**

* I also have advanced experience in post-production, familiarise with the use of software such as Final Cut Pro, Photoshop, have assisted to analyse various shots and selected appropriate shots to make a logical story and effectively produced to various marketing platforms.
* I forge a work relationship with Film colour grader to produce quality picture.
* Employed Microsoft Suite (Excel, Word, Outlook and PowerPoint) to engage in administrative duties making calls, sending email, scheduling and budgeting and editorial calendar.

**Clients:**An Igboamaka Art Entertainment U.K (Posh Show Aired on Ben TV)

**Freelance Commercial Photographer Toks Media Productions Ltd, London 1997 - 2017**

* I have critically defined clients target goals, concept development, marketing strategy and tailored the production to meet their market segment.
* I have effectively consulted with clients of different sectors and built professional relationships for Advertising, Products, Fashion and Beauty Photography. Advance Photoshop and Lightroom software skill to produce retouched quality images towards maximising the value of customers’ satisfaction and handled negotiation, billing and invoice with production team and clients.
* Designed and maintained company website, uploading images to websites, social media platforms and to clients specified medium.

**Clients:** HekCentrik and Music Nest Radio (Turning Point Film), Individuals and corporate firms

**Interests**

In the company of families and friends, I adore playing weekly chess game. And, when alone, I played for self-reflection. This help to improve my mental abilities such as analysing of different moves, and problem solving.

I also derive pleasure in driving through cities and rural areas for inspiration and capturing of images. And, I enjoy watching football, films and dramas series to view the world in an analytical perspective.

**References available upon request**