



# CHRISTIAN K. ZIADEH

VISUAL MEDIA CREATOR | [WWW.CHRISZIADEH.COM](http://WWW.CHRISZIADEH.COM)

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## SKILLS

- Extensive experience in Directing and Producing large scale campaigns of Video & Photo Production.
- Mastery of Adobe suite. Mainly Premiere, Photoshop, Lightroom and After Effects, as well as related plugins and software (Davinci, Particular, Lumetri, Optical flares, New blue, Avid, Final cut, etc.)
- Highly proficient in video production and photography: Knowledge of most cameras, DSLRs and audio-visual recording devices, formats and related accessories.
- Proficient with Project Management, collaborative platforms and Data Management.
- Highly experienced in Light manipulation and lighting techniques for still and motion pictures, as well as sound design.
- Experience in copy writing and communications for electronic, printed and audio-visual media in English, French and/or Arabic.
- Keen eye for details: experience in graphic design, typography and photo editing.
- Thorough understanding and experience in Marketing: Strategy, Creative and analysis.
- Strong knowledge of various online and social media platforms, streaming and broadcast software, online content creation for social, UI, UX and web.
- Fluent in English, French and Arabic (Native).
- High artistic vision in content creation.
- Highly organized, distinguished strategist through creating efficient workflows for complex tasks.
- Strong believer of team power.
- Strong leadership capabilities and autonomously efficient.
- Jack-of-all-trades, proficient in achieving any task related to the field.
- Distinguished cinematic story-telling drive.
- Fast learner and persistent seek to improve.
- Passionate about sharing my knowledge with others.
- 100% technical, 100% creative.

## KEY ACHIEVEMENTS

**World Class Brands:** Throughout the years I had the privilege of servicing many international brands such as Airbnb, RedBull, Qatar Airways, Mondrian (SBE), Marriott, Hilton, Cartier, Graff, Dolce & Gabbana, Louis Vuitton, Talabat, Qatar Foundation, Galeries Lafayette, Monoprix, Boecker, and many others.

**Documentaries:** From the Middle East to North America, I have written and produced a number of documentaries for NGOs such as the Red Cross. Corporate such as Sicomo, Qatar Gas, Aquafina, Scotia Bank. NPOs such as Light of hope, M.U.H.C, Pink In The City. And various brands and names such as CISC, Montreal Comic-con, Qapco, Qatar Rail and many others

**TV Experience:** Having to deal with tight, sometimes unrealistic deadlines, taught me a lot. Being under the stress of live coverage and knowing there is no room for mistakes improved my awareness and overall skills.

**Music Video Production:** Taking lead roles on several music videos productions, those experiences gave me the knowledge on how to deal with such type of productions.

**Short Movie – Writing, Directing & Producing:** Experiencing firsthand the meaning of Leadership. I was running a relatively big crew for a small production, with around 18 crew members and more than 20 actors, I was able to sail to safe shores after 3 days of production.

**Photography:** Mastering photography technically and artistically is the key to excel in the field of visual media creation. I have been trusted with numerous photography tasks for commercial photography, portraits, weddings and landscapes, as well as photo post-production and graphic design.



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## EXPERIENCE

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Head of Film Production, Director / Producer  
DIGITEK PRODUCTION HOUSE, ALI BIN ALI GROUP

2019 - Present

- **Film division, Director:** Managing a team of creatives, film editors, colorists, 3D & 2D generalists, Motion Graphic designers, Sound designers, Cinematographers and filmmakers. Ensure tight deadline are met with high quality standards. Budgeting, and Technical sign-off on workflow, processes and methodologies for high-stake projects.
- **Director / Producer:** Applying creative direction on set. Working closely with DOP to set angles, actions, camera movement and light set-up. Talent & Actor direction. Script supervision. Filming schedule, technical breakdowns. Working closely with Art Director to determine set design, wardrobe and overall look. Manage Assistant Producer and Production Managers on the needs of individual productions. Establish relationship with local, regional and international suppliers and contractors on a project-by-project basis.
- **Creative Direction:** Building Ideas for commercials and marketing strategies. Writing scripts for voice-over and text-over-video. Art director and project lead, building, implementing and following specific Art direction for video related projects. Working closely with graphic designers, content editors and social media coordinators to create a homogenic creative look. Supporting with technical and creative review for different projects. Taking Lead in preparing winning presentations and pitches for high-profile RFPs.
- **Workflow and technical Strategy:** Creating solid workflows, technical strategies and guidelines for video related projects of complex nature involving several departments and stakeholders. Participating in setting and creating guidelines for freelance vendors around the world to follow. Training and briefing freelance video producers, contract video editors, coordinators and reviewers.
- **Marketing:** Working closely with Marketing teams on the creative and analysis level to optimize content for various platforms. Reading and analyzing SEO, PPC and CTR results. Optimizing CVR through impactful content and campaigns. Studying and analyzing key target audience.
- **Client relations:** Manage creative briefs with clients, discuss and manage KPI and expectations, advise on best approaches with available budget. Provide guidance and clarity on feedback and AAR. Manage and lead creative communications with World-class brands and high profile stakeholders.
- **Business development & strategy:** Determining new business opportunities by developing innovative services, crafting pricing strategies based on thorough market studies, study ways to remain competitive by minimizing redundant cost and production time. Assist with sales strategies by optimizing reach-out plans, Network building and Marketing ideas. Expand client portfolio by analyzing and targeting prospective leads that can be an added value to the overall business.
- **International Networking:** Define collaborative opportunities with individuals and companies from around the world. Negotiate terms & conditions for collaboration and operate on the capacity of creative and technical liaison between different stakeholders locally and internationally for high-end projects and winning proposals.
- **Research & Development:** Constantly on the lookout for new technologies in the market and analyzing the benefits to the business. Conducting constant training programs for the creative team in order to stay up-to-date with new software updates, hardware innovations and emerging technologies. Providing mentorship to the creative and production staff to insure high level of motivation and high-standard results.



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# EXPERIENCE

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## Video – Production, technical and creative strategy AIRBNB – LUXURY RETREATS

2017 - 2019

- **Art Direction:** Sketching Ideas for commercials and marketing strategies. Writing scripts for voice-over and text-over-video. Art director and project lead, building, implementing and following specific art direction for video related projects. Working closely with graphic designers, content editors, copy writers and social media coordinators to create a homogenic creative look. Supporting with technical and creative review for different projects.
- **Video Production:** Conceptualizing creative ideas for video. Create videos from raw footage. Preview, clean, and organize raw footage. Finding adequate Music tracks. Cutting and stitching footage into final videos. Exporting to various formats and for different platforms: Commercials, Social Media (Instagram stories, Facebook ads, YouTube Videos, etc.), real-estate videos, training videos, internal events and communications. Color correcting and grading footage to match specific styles and requirements. Digital compositing by adding, cleaning, and enhancing different frame elements to bring raw footage to a higher Level. Participating in the filming process of various productions around the world.
- **Marketing:** Working closely with Marketing teams on the creative and analysis level to optimize content for various platforms. Reading and analyzing SEO, PPC and CTR results. Optimizing CVR through impactful content and campaigns. Studying and analyzing key target audience.
- **Workflow and technical Strategy:** Creating solid workflows, technical strategies and guidelines for video related projects of complex nature involving several departments and stakeholders. Participating in setting and creating guidelines for freelance vendors around the world to follow. Training and briefing freelance video producers, contract video editors, coordinators and reviewers.

## Visual Media Art Director VIDEOVIBES STUDIOS

2012 - 2017

- **Art Director:** Working closely with the Creative Director to create new concepts and Ideas for commercial shoots and events promotion/recap. Overseeing the execution process of video, print and digital media with graphic designers, video editors, animators and production teams.
- **Senior film editor:** Importing and preparing raw material, organizing workflow, creating a concept to follow and choosing best recorded footage to achieve a unique cinematic final product. Color correcting, retouching and working on cross platforms to reach desired results.
- **Senior Cinematographer/photographer:** Studying and operating cameras and audio-video recording devices to capture best possible shots. Creating and following shot lists and storyboards, manipulating natural and artificial lighting to achieve desired results. Studying and operating various accessories and gears such as sliders, Steadicam, jib, strobe and constant lights, etc.
- **Crew and product development:** Working to develop standard and new concepts on a regular basis to be applied on productions of similar nature. Creating a standardized workflow, training and developing team members to integrate efficiently within the company's workflow and standards.
- **Team lead:** leading teammates in pre-production, production and post-production process, distributing roles and tasks according to each one's skills and strengths to be able to achieve the best possible result as quickly and as stress free as possible. Ensuring a fun, dynamic and exciting environment to work and be creative.



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## EXPERIENCE

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**Production Lead** 2009 - 2012  
**NOURSAT TV**

- Filming, editing and broadcasting important news reports, events and national stories. Writing scripts for VO's.
- Preparing schedules and equipment lists for productions. Assigning crew members for tasks.
- Leading a team of cameraman, lighting and sound technicians on various productions.

**Multimedia Consultant/ audio-visual technician, on call** 2005 - 2011  
**SECONDARY EVANGELICAL SCHOOL (S.E.S)**

**Cameraman, on call** 2007 - 2009  
**STUDIO VISION, MTV**

**Video editor, on call** 2008 - 2009  
**VIRTUAL MEDIA PRODUCTION (VMP)**

**Multimedia consultant** 2006 - 2008  
**RED CROSS**

- **Video production:** Producing documentaries and promotional videos, filming various events and activities.
- **Photography:** Photographing various events and activities, as well as other volunteers at the Red Cross.

## EDUCATION

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**BACHELOR IN CINEMA AND TELEVISION**  
As per the Comparative evaluation in Quebec 2011  
Lebanese university (I.B.A)

**BACHELOR IN BUSINESS MANAGEMENT** 2007  
A.K.U

If you would like to view my work, please visit my website [www.chrisziadeh.com](http://www.chrisziadeh.com)  
Additional proven work and academic recommendation letters can be provided upon request



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