

RESUME



YA

YOUSEF AZHARI

SENIOR CONTENT CREATOR

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YOUSSEF AZHARI

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☎ (+971) 522 77-8327

🌐 Yoseff.azh@gmail.com

📍 Jebel Ali Village, Dubai

ABOUT ME

I'm a filmmaker and editor who's just as comfortable behind the camera as I am leading a creative team. I've worked on everything from fast-turnaround social content to big campaign shoots, always with the goal of making something that actually connects with people. With a Master's in Digital Marketing, I also think about what content needs to do — not just how it looks. I love working with brands, digging into ideas, and bringing stories to life in a way that's smart, bold, and real.

EDUCATION

MA Digital Marketing

IU International University, Germany
Jun 2023-Nov 2024

BFA Digital Film & Tv

Limkokwing University, Malaysia
Mar 2013-Dec 2017

PRO SKILLS

- Cinematic camera operation
- Adobe Premiere Pro & After Effects
- Editing with emotion and rhythm
- On-set lighting design for branded content
- End-to-end production planning
- Storyboarding and visual treatment
- Motion graphics integration
- Shooting across retail, F&B, fashion, auto
- Versioning and content rollout
- Color grading for branded content
- Performance-driven content
- Platform-optimized video creation
- Strategic input on pitch decks

AWARDS

Jeep Original Copies

- MENA Effie Awards 2024
Gold | Automotive
- Dubai Lynx 2024
1 Silver and 3 Bronze
- Cannes Lions 2024
2 shortlists
- The One Show Awards
Merit

WORK EXPERIENCE



2023-Present

Senior Content Creator

Publicis Middle East, Dubai

- Filmed and edited branded content for Stellantis (Jeep, Ram, Dodge, Alfa Romeo and more).
- Delivered visuals for award-winning campaigns: "Original Copies" (Effie Gold), "Jeep Sanbox", "You Can With A Ram", and Dubai Lynx winners.
- Helped drive a 10% YoY sales increase by producing content that elevated brand visibility across the MENA region.
- Collaborated with creative teams and clients to ensure visual content met brand standards and campaign goals.
- Captured authentic storytelling for "We Don't Make Jeep". Featured locally for its creative insight.
- Filmed and edited RAM content repurposed by Stellantis Italy for their official launch—recognizing the strength of our regional videos.



2022-2023

Senior Content Creator

FP7 McCaNN, Dubai

- Filmed, edited, and planned video content for major retail and F&B brands in Yas Mall, WTC Abu Dhabi, and Al Ain's Jimi Mall—boosting reach and engagement for each mall's official social channels.
- Crafted social media content for global brands including Zara, Swarovski, Jo Malone, Cheesecake Factory, Vapiano, Pandora, Cavallo, Pure Gold, and more.
- Directed and edited the Shoe Mart Summer 2022 campaign video, producing vibrant visuals that contributed in lifting the seasonal brand strategy.
- Worked on creative pitches for major clients such as ENBD and McDonald's, and Hienz, contributing visuals and story-driven concepts.



2021-2022

Senior Video Producer and Editor

Seven Media, Dubai

- Led a small video team in producing marketing ads for TV and social media across government and education sectors.
- Filmed and edited content for high-profile clients including ADEK, 42 Abu Dhabi, and the Red Crescent, and more.
- Covered key events and initiatives for the Abu Dhabi Government, enhancing campaign visibility and audience engagement.
- Developed visual storytelling aligned with each client's voice and identity, optimizing content for maximum reach.

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WORK EXPERIENCE



2020-2021

Video Producer and Editor

Action Global Communication, Dubai

- Produced and edited promotional videos that contributed to DWTC's recognition as the Middle East's Leading Exhibition & Convention Centre at the **World Travel Awards 2021**.
- Developed engaging video content supporting the launch of Yas Creative Hub in 2021, enhancing Abu Dhabi's media and entertainment landscape.
- Collaborated on initiatives like the **twofour54 Creative Lab** Emerging Filmmaker Award, promoting emerging talent in the UAE's creative industry
- Supported twofour54's partnership with Unity Technologies to establish a **Centre of Excellence**, fostering growth in the regional gaming industry.



2018-2018

Assistant Producer & Editor

Centre for Content Creation, Kuala Lumpur

- Contributed to award-winning digital content, supporting CCC's recognition for creative excellence.
- Edited and produced visuals for innovative campaigns across education, government, and corporate clients.
- Participated in the **PanaXity Kuala Lumpur** project, which set a **Guinness World Record** for the largest panoramic image, demonstrating CCC's creative and technical prowess.
- Supported projects that contributed to CCC's portfolio of 200+ international creative awards.



2016-2018

Junior Producer & Editor

Spectrum Films, Kuala Lumpur

- Assisted in producing and editing high-end commercials, ensuring top-tier production quality.
- Collaborated on projects with planned lighting setups, enhancing visual storytelling.
- Coordinated with directors and cinematographers to achieve desired cinematic aesthetics.