## RESUME





# YOUSEF AZHARI

SENIOR CONTENT CREATOR



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SENIOR CONTENT CREATOR

৩<sup>৯</sup> (+971) 522 77-8327

(9) 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 operationation
- -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.



### **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.



### 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

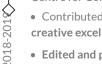
Action Global Communication, Dubai

• **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.

### **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.

### $\Diamond$

### 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.

2016-2018 —