

Content Creator

PROFILE

Passionate, driven professional with twenty years' experience in content creation for many media outlets and literary platforms. Adept in all aspects of concept development, based on innovative approaches that combine planning, embedding brand stories and including effective communication techniques. Self-motivated and committed to striving for creativity, originality and achieving results.

SCREEN WRITER

- Wrote "**Sea Of Pearls**", a feature-length animation screenplay selected as a nominee by AFIN International Film Festival awards, Best Feature Screenplay category. The official selection by The Los Angeles Animation Festival. 2021
- Wrote "**Sheer Strings**", a short film script selected as a quarter-finalist by New York International Screenplay Awards and SWN Screenplay Competition: Goldman Award, 2021
- Wrote "**Extras**", a short film script selected as a finalist by Short Close Up – film magazine, screenplay contest, 3 Minutes Short Film Script. Winter 2019-2020
- Wrote and co-produced "**One Heart, Two Homes**" Documentary, OMNI TV, 2012
- Wrote "**I Was Once Told**", a feature film screenplay in Arabic & English, Quebec, 2010. The film was Screened in the 34th edition of Des Films du Monde festival in Montreal 2010
- Wrote the "**Adventure Island**", the first TV cartoon series to be produced by Syrian TV, 2010

ARABIC COPYWRITER, VOICE OVER, ARABIC – ENGLISH TRANSLATOR

- Power Of Babel, Toronto, 2012 – 2019
- Barrett and Welsh, Toronto, 2018
- Tim Hortons, Warm Wishes project, Toronto, 2016
- Al Amir Advertisement, Damascus, 1995 – 1997

REPORTER/EDITOR & PRODUCER

- **CBC Radio One, Toronto, 2012 – 2014**
Freelanced "Streeter" for Here & Now show
- **Radio Canada International/Arabic Section, Montreal, Toronto, 2005 - 2012**
Performed reporting and editorial assignments related to the gathering, writing and presentation of content.
- **OMNI TV, TORONTO, 2012 – 2013**
Set up interviews and hosted Omnyat Arabic show
- **Syrian National TV, 1998 – 2005**
Produced cultural and entertainment programs

DIGITAL CONTENT CREATOR

- 3+ years' work experience in graphic design, website design and multimedia engagement.
- Creating small-format marketing materials such as logos, business cards, envelopes, letterheads, invitations, posters, flyers, and brochures
- Managing and creating content for "Let Me Ask" YouTube channel

TECHNICAL SKILLS

- ScriptE, DaletPlus, Audition, Premier, Adobe Creative Suite, InDesign, Photoshop, Illustrator

EDUCATION & TRAINING

- "Director Whisperer" professional script supervisor training program, Toronto **2021**
- Liberal Arts and Science, EAP Program Certificate, Humber College, Toronto **2017**
- Marketing & Digital Media Diploma, Canadian Business College, Toronto **2014 - 2015**
- Bachelor's in mechanical engineering, Damascus University, Syria **1996**