

IBRAHIM MAHDI

ibrahim.mahdi90@gmail.com ▪ 551-998-1094 ▪ www.mediamahdi.com - <https://www.linkedin.com/in/imahdi/>

PROFILE

Highly self-motivated Producer with experience developing best in class branded content campaigns (video, film, TV, web, social media/events) to drive brand recognition, website traffic growth and advertising revenue on behalf of entertainment/media brands. Demonstrates success managing multiple projects under tight deadlines in fast-paced environments, by leveraging writing, editing, producing, technical skills and pop culture knowledge to help craft stories and content that engages audiences. Strong reputation for project management, organizational, and interpersonal skills, building collaborative team relationships, and consistently delivering results under pressure.

Video Content Creation -Field & Studio Production –Premiere Pro - Adobe Creative Suite- Live Streaming- Video Shooting & Editing
Video Production - Project Management & Tracking - Budgeting – Shoot Scheduling/Planning –Treatments-Scripts- Content Capture
Social Media- Audience Engagement - Instagram-Snapchat- Pre/Post/Remote Production Management- Distribution – Storytelling

EXPERIENCE

AMC NETWORKS, New York, NY

1/2016 - 12/2020

Associate Writer/Producer/Editor, Brand Creative, 1/2017 – 12/2020

- Produced 60+ yearly original short form and long form promotional scripts and trailers for shows like Name of The Rose, Line of Duty, Back, Law & Order, Soulmates, Ministry of Evil, Jonestown Terror in The Jungle.
- Supported company growth initiatives including network rebranding campaigns, Diversity and Inclusion, Employee Resource Groups, and Project Pivot which helped the company successfully transition to streaming with strong subscriber and digital growth.
- Refreshed Sundance TV Network brand voice, graphics, and voice-over talent by auditioning over 50 voice over artists
- Generated ideas in creative writer's room which led to successful movie promotions (Best Christmas Ever, Haunted Holidays, Rocky Rambo Rumble) and acquired series (Monk, Hogan's Heroes, Criminal Minds, Saved By The Bell).
- Pitched behind-the-scenes ideas to production teams, worked with script development teams to ensure show/movie integrity.
- Ensured timely delivery of 300+ yearly deliverables ranging from 10 second trailers and promos to long-form content, digital shorts and behind the scenes footage. Repurposed deliverables to live on platforms such as Twitter, Facebook, Instagram, web-sites, linear broadcast networks, and streaming apps.

Assistant Editor, Brand Creative, 5/2016 – 1/2017

Production Assistant, Brand Creative, 1/2016 – 5/2016

- Managed storage, digitizing, archiving and metadata of brand's digital and broadcast content, consisting of 10 yearly shows, 100+ episodes and 100+ trailers, digital shorts, graphic files, audio files and 4K video.
- Wrote, produced & edited over 15 original trailers and creative videos for 10+ shows.
- Maintained, updated, and managed 8 AVID editing stations, two graphics workstations and two voice-over booths.
- Developed and implemented post-production workflows and standard operating procedures to efficiently transition creative teams to a new editing software and layout.
- Onboarded and familiarized 20+ freelance and staff editors, producers, creative directors, vendors, and independent contractors with editing workflow, creative standards, and brand voice & style.
- Digitized and archived entire seasons of 10+ shows including Braxton Family Values, David Tutera's Celebrations, Money Power Respect, Bridezillas, Love after Lockup, Marriage Bootcamp, and Growing Up Hip Hop.

Co-Chair of AMCN's Latinx Employee Resource Group VOCES, 12/2018 – 12/2020

- Co-Chaired Inaugural Diversity and Inclusion initiatives at AMC. Helped grow number of events, programs, and partnerships over 100% through VOCES employee resource group.
- Boosted AMC Networks' visibility and reputation as a diversity and inclusion leader, by partnering with ERG groups at HBO, NIKE, Google, ABC to create a larger community of media and tech ERG groups.
- Developed an internal "focus-group" consisting of a diverse group of over 30 staff members, freelancers, and industry partners to review and offer suggestions on un-released content, sensitive material, and initiatives.
- Produced 15+ live Diversity and Inclusion events to boost employee collaboration, morale and align with Company's diversity initiatives.

IBRAHIM MAHDI

ibrahim.mahdi90@gmail.com ▪ 551-998-1094 ▪ www.mediamahdi.com - <https://www.linkedin.com/in/imahdi/>

MADE IN NY MEDIA CENTER BY IFP, New York, NY

Programs & Operations Manager

3/2014 – 5/2015

- Increased brand awareness, by aligning with industry partners, production companies and Mayor's Office of Media and Entertainment to create and execute 30+ events consisting of speaker series, panel discussions, Q & A screenings, interactive events, hack-a-thons, and fund-raising events.
- Created 60+ weekly newsletter blasts to boost program and event awareness; proofread and revised programming copy, website deliverables, social media posts for 30+ events.
- Tripled the number of programs and events at Media Center in one year from 10 events to 30+ events.
- Increased social and digital engagement by capturing video, still, and social content showcasing every one of the Media Center's programs and uploading to social platforms.
- Launched a rotating internship program managing 5 interns/year.
- Worked with visual artists to implement early adoption of virtual reality, 360-degree video projection installations and augmented reality to make events and programs more interactive, safer, and more engaging.

INDEPENDENT FILMMAKER PROJECT (IFP), New York, NY

Digital Media Coordinator

8/2012 – 3/2014

- Implemented digital scheduling, production, and programming strategies including creating educational videos, posting regularly on social platforms, and collaborating with industry partners to positively influence brand recognition, website traffic growth, advertising revenue and subscription revenue.
- Increased digital video production at live events and programs to help create over 100 videos.

TD BANK, East Rutherford, NJ

Customer Service Representative

12/2010 – 8/2012

- Provided exceptional customer service, educating customers on products/services and partnerships offered. Embodied TD Bank's WOW! culture to maintain long term customer relationships. Trained 15 new employees.

FREELANCE & CONTRACTOR WORK EXPERIENCE (concurrent with FT employment, 2015 - 2020)

LIBERTY SCIENCE CENTER, Jersey City, NJ

Audio-Visual Specialist, 6/2013 – 4/2020

Successfully produced and ensured harmonious execution of over 100 live audio-visual productions and events. Facilitated audio-visual needs of 50+ corporate, private and government clients. Managed box office team consisting of 10+ employees.

DISNEY STREAMING SERVICES, Secaucus, NJ

Live Highlights Publisher-Digital Video-Sports, 11/2018 - 4/2019

Managed multiple live content streams for publication on web and social platforms. Live streamed and logged over 30 games during 2018-2018 NHL hockey season. Created 200+ live highlight clips generating 1m+ digital impressions.

EASTERN TV PRODUCTIONS, New York, NY

Production Assistant- Field Operations, 10/2015 – 2/2016

Assisted talent & crew on sets of **Love & Hip-Hop NY Season 6** (VH1), ensuring successful production of over 20 different sets across the Tri-State area: **L&HH Reunion Season 6** (VH1), and **Money Power Respect** (WE tv).

NEW DAWN FILMS, New York, NY

Videographer & Production Associate, 5 – 10/2015

Produced and supported over 50+ commercial video shoots ranging from Fortune 500 corporate clients to private start-ups.

EDUCATION

NEW JERSEY CITY UNIVERSITY, Jersey City, NJ - Bachelor of Arts Media Arts & Bachelor of Science Economics

THE PEOPLE'S IMPROV THEATER, New York, NY - Sketch Comedy Writing

LANGUAGES: English - Spanish - Arabic

INTERESTS: Traveling - Getting lost in a good book - Capturing moments - Cross Country Biking - Comedy Writing - Indie Films