

Althaf Ahammed

Digital Media Specialist

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Portfolio althafahammed.com

Creative and observant media professional with well over 500 pieces of originally produced content, versed in all aspects of media production. Proficient at developing content for television, web, and social media, having successful experience of 10 years.

SKILLS

- Video Production
- Digital Marketing
- WordPress Web Designing
- Creative Writing
- Journalism
- Graphic Design
- Social Media Marketing
- Content Management
- Advertising
- Visual Editing
- Public Relations
- Search Engine Optimization

WORK EXPERIENCE

Digital Marketing Specialist

January 2022 – Present

Swedish Access Solutions

Doha, Qatar

- Executing all the digital marketing activities for the company; growing the brand's web presence by 100%.
- Developing & maintaining two WordPress-based websites of the company.
- Handling social media marketing with a focus on revenue generation.
- Managing Google Analytics and Search Engine Optimization.
- Supervising branding activities of the company.

Creative Director

March 2020 – November 2021

Cafemocha Branding & Events

Calicut, India

- Restructured the operational workflow, monitored hiring and administration of the start-up business, and increased the revenue by 30%.
- Supervised digital marketing & video production departments with a team of 15 associates.
- Worked in customer relationship management and handled 10+ clients.
- Contributed conceptualization, strategy & copywriting for 20 projects.

Producer - Current Affairs

April 2018 – February 2020

Madhyamam Broadcasting Ltd. - MediaOneTV

Calicut, India

- Operated election-related live coverage with the Digital Satellite News Gathering system and headed a crew of 20 professionals. Reported to the editorial team.
- Producer of a weekly health program featuring advanced treatment procedures and completed 100 episodes.
- Directed 100+ episodes of current affairs programs and was accountable for the script, budget, shoot, visual editing, graphics, sound design, and voice-overs of each episode.
- Played important role in the content and editorial coverage of news and current affairs as a team member of the current affairs producer's panel.

Producer

April 2017 – April 2018

Sun TV Network Ltd.

Chennai & Kochi, India

- Conceived & functioned as the producer of five sit-com programs for Surya Comedy, the lone comedy channel in Malayalam.
- Conceptualized 50+ generic and episodic on-air promotional videos targeted to the niche audience.

Promo Producer / Producer

October 2014 – April 2017

Madhyamam Broadcasting Ltd. - MediaOneTV

Calicut, India

- Conceptualized 10+ generic promos of featured programs and teamed up with the On-air promotion department.
- Supervised all production processes of 20+ outsourced programs.
- Successfully launched and functioned on-air operations and broadcast of MediaOne Gulf with Encompass Digital Media, Singapore. Headed files transfer functionality in India, Singapore, and the Middle East.
- Streamlined the post-production and programming workflow in coalition with the technical team and reduced the operational cost by 10%.

Associate Program Producer

July 2012 – October 2014

Sathyadhara Communications Pvt Ltd. - Darshana TV

Calicut, India

- Conceived and executed 200+ episodes of daily current affairs-based debate program.
- Started career by assisting lead producers and accustomed to the production environment. Took over in charge of infotainment programs for kids and accomplished 150+ episodes.

EDUCATION

Master's Degree in Journalism and Mass Communication

February 2018 – February 2020

Bharathiar University

Coimbatore, India

Post Graduate Diploma in Science and Development Communication

June 2010 – June 2011

Centre for Development of Imaging Technology

Trivandrum, India

Bachelor's Degree in Physics

June 2007 – June 2010

University of Calicut

Calicut, India

CERTIFICATIONS

Certification in Digital Marketing

November 2020 – Present

Google - IAB Europe

Training in Digital Journalism

May 2021 – Present

Reuters – Facebook Journalism Project

SOFTWARE SKILLS

Adobe Photoshop

Adobe Premiere Pro

Adobe Illustrator

Final Cut Pro

WordPress CMS

MS Office

LANGUAGES

English (Full Professional)

Arabic (Elementary)

Urdu (Elementary)

Hindi (Elementary)

Tamil (Elementary)

Malayalam (Native)