

Althaf Ahammed

Content Producer | Digital Media Specialist

Doha, Qatar • +974-30-689-686 • althafahammed686@gmail.com • linkedin.com/in/althafahammed



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
- Visual Editing
- Social Media Marketing
- Journalism
- Advertising
- WordPress Web Designing
- Public Relations
- Content Management
- Digital Marketing
- Graphic Design
- Photography
- Creative Copy Writing

WORK EXPERIENCE

Content Producer - Hayya Marketing Communications (FIFA World Cup Qatar 2022™) August 2022 – Dec 2022
Supreme Committee of Delivery & Legacy Qatar

- Produced visual content for marketing communications of the Hayya Digital Experience Program in FIFA World Cup Qatar 2022™.
- Created explainer videos and infographics for the global communications of features in the Hayya platform for a better fan experience in various languages including English, Arabic, Spanish, German, French, and Portuguese.
- Produced social media content for the Qatar2022.qa portal and social media channels to promote the Hayya platform and features.
- Creative contribution to the content and production of the Documentary on the Hayya Project in association with Al Jazeera team.
- Created guidelines for the stakeholders of Hayya and prepared communication collaterals.
- Developed the brand identity for Hayya and created interior branding design for Hayya Service Centers.
- Worked as Host Country Hayya Operations Lead for the Hayya Service Centers in DECC and ABHA with FIFA Accreditation for World Cup Qatar 2022™.

Digital Marketing Specialist January 2022 – August 2022
Swedish Access Solutions Qatar

- Executed all the digital marketing activities for the company, growing the brand's web presence by 100%.
- Development & maintenance of two WordPress-based websites of the company.
- Handled social media marketing with a focus on revenue generation.
- Managed Google Analytics and Search Engine Optimization.
- Supervised branding activities of the company.
- Led the implementation project of ERP to ensure the better efficiency of operational workflow and hence result in better ROI.

Creative Director March 2020 – November 2021
Cafemocha Branding & Events India

- Restructured the operational workflow, monitored hiring and administration of the start-up business, and increased 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

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.

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

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 file 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

India

- Conceived and executed 200+ episodes of a daily current affairs-based debate program.
- Started career by assisting lead producers and accustomed to the production environment. Took over 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

India

Post Graduate Diploma in Science and Development Communication

June 2010 – June 2011

Centre for Development of Imaging Technology

India

Bachelor's Degree in Physics

June 2007 – June 2010

University of Calicut

India

CERTIFICATIONS**Certification in Digital Marketing**

Google - IAB Europe

Training in Digital Journalism

Reuters – Facebook Journalism Project

SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator

Adobe Premiere Pro
WordPress CMS

Final Cut Pro
MS Office

LANGUAGES

English (Full Professional)
Hindi (Elementary)

Arabic (Elementary)
Tamil (Elementary)

Urdu (Elementary)
Malayalam (Native)