

Althaf Ahammed

Digital Media & Marketing Specialist | Content Producer

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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, with 12 years of experience.

SKILLS

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

WORK EXPERIENCE

Social Media Marketing Specialist

Jul 2023 – Present

University Foundation College

Qatar

- Lead digital and social media marketing campaigns on platforms such as Google Ads, Meta, Snapchat, TikTok, and LinkedIn, contributing to 50% increase in student enrolment.
- Improve the college's organic search rankings through advanced SEO strategies, leading to a 300% boost of in website traffic.
- Enhance online engagement by managing and curating high-quality content across various social media platforms, resulting in a marked increase of 3K followers.
- Establish a consistent and recognisable brand identity by implementing strategic branding initiatives across all digital platforms.
- Produce compelling graphic designs, videos, and photography that significantly increase student engagement with the college's digital content.
- Optimise the admissions process through the effective use of CRM tools like FULLFABRIC, improving application processing efficiency.
- Play a pivotal role in the design, development, and launch of a new college website, enhancing user experience and engagement.
- Improve prospective student communication using tools like Respond IO, leading to faster response times and higher satisfaction rates.

Content Producer - Hayya Marketing Communications (FIFA World Cup Qatar 2022™)

Aug 2022 – Dec 2022

Supreme Committee for Delivery & Legacy

Qatar

- Crafted visual content for marketing communications of Hayya, the first Digital Fan Experience Program, and generated more than 3 million app downloads for FIFA World Cup Qatar 2022™.
- Created multilingual explainer videos and infographics for the global communication of features of the Hayya platform in English, Arabic, Spanish, German, French, and Portuguese.
- Produced promotional content for the Qatar2022.qa portal and social media channels to promote Hayya features.
- Contributed to the content and production of the documentary on Hayya in association with the production team.
- Developed guidelines for the stakeholders of Hayya and prepared effective communication collaterals.
- Played a pivotal role in interior branding design for Hayya Service Centres located in DECC and ABHA Arena.

Digital Marketing Specialist

Jan 2022 – Aug 2022

Swedish Access Solutions

Qatar

- Executed all the digital marketing activities of the company, growing the brand's web presence by 100%.
- Designed and managed the maintenance of two WordPress-based websites, ensuring seamless functionality, responsive design, and up-to-date content to enhance the user experience and drive business growth.
- Managed social media platforms, designed posters, and attained a 40% increase in brand awareness.

- Positioned Rank 1 for three relevant keywords using SEO strategies and interpreting data from Google Analytics.
- Monitored all the branding activities of the company and implementation of ERP, which resulted in significant ROI.

Creative Director

Mar 2020 – Nov 2021

Cafemocha Branding & Events

India

- Restructured the operational workflow, monitored hiring and administration of the start-up business, and increased revenue by 30%.
- Captained the digital marketing and video production departments with a team of 15 associates.
- Standardized customer relationship management and gained 10+ clients securing long-term business relationships.
- Played a key role in the conceptualization, strategy & impactful copywriting for 20+ marketing campaign projects.

Promo Producer / Current Affairs Producer

Oct 2014 – Apr 2017 & Apr 2018 – Feb 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.
- 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.
- Conceptualized 10+ generic promos of featured programs and teamed up with the On-Air Promotion department.
- Supervised all aspects of television production, including content quality checks for 20+ outsourced programs.
- Successfully launched and operated on-air operations and broadcasts of MediaOne Gulf in collaboration 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%.

Producer

Apr 2017 – Apr 2018

Sun TV Network Ltd.

India

- Conceived and functioned as the producer of five sitcom programs for Surya Comedy. Successfully launched the channel and achieved the highest weekly television audience measurement parameters.
- Produced 50+ generic and episodic on-air promotional videos targeted at the niche audience.

Associate Program Producer

Jul 2012 – Oct 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 became 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

Feb 2018 – Feb 2020

Bharathiar University

India

Post Graduate Diploma in Science and Development Communication

Jun 2010 – Jun 2011

Centre for Development of Imaging Technology

India

Bachelor's Degree in Physics

Jun 2007 – Jun 2010

University of Calicut

India

SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- WordPress CMS
- Final Cut Pro
- MS Office

CERTIFICATIONS & TRAINING

Certification in Digital Marketing

Google - IAB Europe

Training in Vertical Storytelling

Al Jazeera Media Institute

Training in Digital Journalism

Reuters – Meta Journalism Project

Training in Digital Investigation Techniques

AFP & Google News Initiative

Training in Video Producing

LinkedIn Learning

Training in Content Creation: Strategy & Tools

LinkedIn Learning

HONOURS & AWARDS

Certificate of Appreciation- FIFA World Cup Qatar 2022™

HH Sheikh Tamim Bin Hamad Al Thani

Amir of the State of Qatar

LANGUAGES

- English (Full Professional)
- Hindi (Elementary)
- Arabic (Working Proficiency)
- Tamil (Elementary)
- Urdu (Elementary)
- Malayalam (Native)

PERSONAL INFORMATION

Date of birth

4th June 1990

Nationality

Indian

Visa Status

Transferrable

Qatar Driving License

Valid