

Althaf Ahammed

Digital Media & Marketing Specialist | Content Producer

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Portfolio althafahammed.com

Dynamic and detail-oriented digital media professional, passionate about crafting compelling stories and impactful campaigns. Focused on delivering engaging content across digital platforms, with a strong ability to blend creativity and strategy to elevate brand presence and audience engagement, with 13 years of experience.

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

Social Media Marketing Specialist

Jul 2023 – Present

University Foundation College (UFC)

Qatar

- Led and successfully implemented UFC's marketing strategy, boosting engagement and enrolments, which led to UFC winning the Marketing Campaign of the Year at the NCUK Partner Awards 2024.
- Lead digital and social media marketing campaigns on platforms such as Google Ads, Meta (primarily Instagram), 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