ZEYAD SAMI

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Profile

Dedicated filmmaker with a deep love for the craft, art and science of filmmaking. Seasoned professional with extensive experience using cameras, lenses, controls and composition to capture striking visuals. Skilled in creating reels and building professional lighting setups. Committed to delivering high-quality content that tells a story and captivates audiences.

Experience

Videographer / Video Editor **July 2025 – Present**

Three59 Advertising Agency

- Collaborated with the account management team to develop video concepts aligned with campaign objectives.
- Filmed high-quality content for commercials, social media, corporate videos and promotional campaigns using professional cameras, lighting and audio equipment.
- Edited raw footage into compelling, on-brand video content optimized for digital platforms (Instagram, TikTok, YouTube and others).
- Applied motion graphics, sound design, color grading and visual effects to strengthen storytelling and viewer engagement.
- Ensured all video assets followed brand guidelines, campaign messaging and client expectations.
- Coordinated with directors, copywriters and designers to create cohesive multimedia campaigns.
- Managed media libraries, file organization and version control across multiple concurrent projects.
- Researched and applied the latest video trends and editing techniques to keep content fresh and innovative.
- Supported client presentations by preparing video references, drafts and final deliverables for approval.

Filmmaker **Dec 2024 – July 2025**

Qannas Marketing Agency

- Conceptualized, scripted and directed short films and corporate reels tailored to client requirements.
- Managed the full production cycle, including pre-production planning, storyboarding, scheduling and budgeting.
- Directed cast and crew to achieve the creative vision while keeping the set efficient.
- Operated professional cameras, lighting and sound equipment to capture high-quality footage.

- Supervised the edit, ensuring seamless storytelling, pacing and alignment with brand identity.
- Coordinated with producers, clients and stakeholders to align on creative direction and project goals.
- Maintained compliance with UAE production laws, filming permits and location regulations.
- Oversaw color grading, sound design and post-production effects to raise visual and audio quality.
- Delivered projects on time and within budget while meeting international broadcast standards.
- Built a strong professional network of talent, production houses and suppliers across the UAE.

Videographer / Video Editor **June 2024 – Dec 2024**

Oakland Company

Videography

- Operated cameras, lenses and other filming equipment to capture high-quality footage.
- Managed lighting setups to ensure optimal visual quality.
- Captured b-roll, interviews and other footage as each project required.

Video Editing

- Imported and organized footage, keeping all files properly labeled and stored.
- Edited raw footage into cohesive and engaging video content.
- Synced and edited audio for clear, high-quality sound.
- Color graded footage to achieve the intended look.
- Exported final videos in the formats and resolutions each client required.
- Ensured every video met the company's quality standards and client specifications.

Filmmaker / Reel Maker **July 2023 – June 2024**

BirdMilk Advertising Agency

- Planned each client's content calendar on request, in collaboration with the creative team.
- Executed the calendars: filmed with cameras, lenses, studio lighting and stabilizers, then edited and added effects in Adobe Premiere Pro, Photoshop and DaVinci Resolve, following each client's agreed processes.
- Aligned with the account management team on client feedback and further amendments.
- Provided daily and weekly reports to management on project progress and any challenges.
- Collaborated with clients including **Nivea Men**, **Nivea Soft**, **Mercedes-Benz**, **Atyab**, **ISIS Organic** and **Egypt Post** to develop and execute their content calendars.
- Recorded events and edited footage, working independently or with a small crew.
- Turned client briefs into creative solutions that delivered the required outcome.
- Coordinated with many crew members at once.

Freelance Videographer / Photographer **2019 – Present**

- Capture, produce and edit high-quality video and photo content tailored to client specifications.
- Strong verbal and written communication with clients and production teams.
- Able to move and hold recording equipment for long periods.

E-Sports Administrator (Freelance) **Jan 2022 – Dec 2022**

Gamers Lounge

- Recorded match outcomes, made sure players followed the rules and issued penalties when they were broken; communicated with teams to settle disputes, kept tournament brackets up to date and supported the community where needed.
- Carried out administrative tasks to keep the business running efficiently and solved problems as they came up.
- Managed registration for on-site esports events, delivering smooth attendee experiences and accurate data management.
- Coordinated event operations and timelines, and implemented strategies to improve attendee engagement and event flow, leading to positive esports experiences for the audience.
- As esports team coordinator, managed team operations and reported directly to the esports director, improving communication and operational efficiency.
- Collaborated with clients including Red Bull, Samsung, KFC and Riot Games to deliver high-quality esports experiences.

Customer Service Agent **June 2018 – Dec 2019**

Orange Egypt

- Interacted with customers to address their concerns, answer their questions and assist with their needs.
- Provided product and service information and resolved account issues accurately and efficiently.
- Handled incoming customer calls and emails, giving timely, accurate information and resolving complaints.

Skills

Production

- Camera and lens operation
- Lighting techniques
- Composition and framing
- Video and audio editing
- Attention to detail
- Team collaboration

Software

- Adobe Premiere Pro
- DaVinci Resolve
- Adobe Lightroom
- CapCut

Education

Bachelor's Degree in Information Technology **May 2021**

Advanced Academy