

MAITHA ALAWADI

FILMMAKER

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PROFESSIONAL PROFILE

A passionate and creative filmmaker with over 7 years of industry experience in the UAE and internationally, from planning to execution, to client management and pitching, across varied channels of TVCs, mini docuseries, social media content to films.

Education History

MASTERS OF ART IN FILMMAKING

University of Sussex, UK - 2015 | 2016

BACHELOR IN DIGITAL MEDIA DESIGN

Swinburne University of Technology, AUS - 2009 | 2012

- With a minor in film and television.

Certifications

ARAB FILM STUDIO EPISODIC WORKSHOP

Film Independent - 2021 (Virtual, UAE)

- Learned scriptwriting as a series with Marlana Hope, Sarah Watson, and Cyrus Voris in partnered with Film Independent and the US government.

FILMMAKING WORKSHOP

SAE Institute Dubai / Creative Media Institute - 2021

- An intense course in the theory and practice of filmmaking.

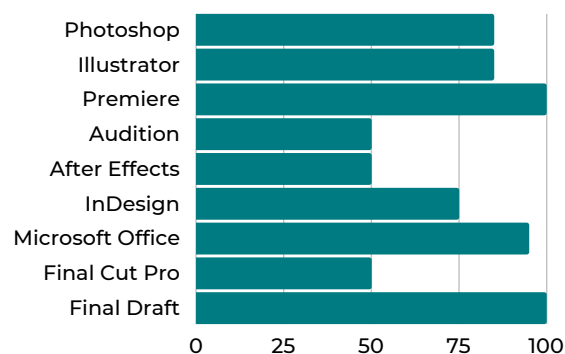
Language & Skills

English | Proficient in Spoken & Written

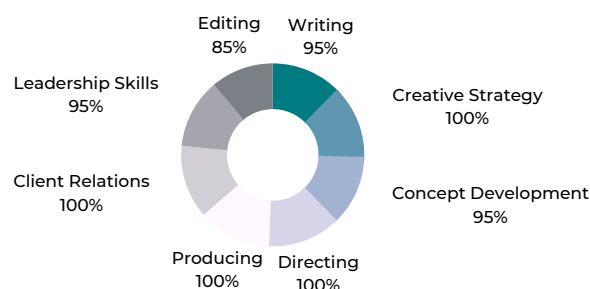
Arabic | Proficient in Spoken & Written

Skills & Highlights

Software Skills



Management & Filmmaking Skills



TEDX TALK

Jumeirah English Speaking School- 2014

- Was a key speaker on the theme of 'Identity', focusing on question "Who are you really?", which explores my personal journey of self discovery away from cultural expectations.

LIVE THE OSCARS

OSN Live Competition - 2020

- Was a quarter-finalist in the competition by OSN streamer platform where it focused on finding the female co-presenter for Kris Fade for the platform's live red carpet coverage of the Oscars 2020 in LA.

Work Experience

HEAD OF PRODUCTION | 2021 - PRESENT

New Media Academy, Content Division

- Creating pitches and budgets based on client and company needs.
- Leading and project managing the production team through from the brief phase to the post-production phase.
- Managing the execution of videos from planning to execution to final delivery.
- Handling all logistics with procurement and finance.

SCRIPTWRITER & DIRECTOR | 2013 - 2015

Freelancer with Done Events, Documentary Film

- Handling everything from the concept phase to the editing phase of the whole film.

PRODUCER | 2020 - 2021

Arabian Radio Network, Digital Department

- Creating proposals and concepts for stations and company events.
- Producing, scriptwriting, directing, and editing different social media series for Al Arabiya and Al Khaleejiya radio stations.
- Directing and editing live content and post-production for Back to Business Webinar and Dubai Eye Spinneys Masterclass series.
- Managing client relations and communication from start of project until project delivery.

PRODUCER | 2017 - 2020

Arabian Radio Network, Blaze Production Depart.

- Creating proposals and concepts for stations and company events.
- Leading on projects as a producer and director from the brief phase to the post-production phase.
- Managing the execution of videos from planning to execution to final delivery.
- Working with different freelancers, agencies, and talent pools across different platforms and various projects.
- Managing client relations and communication from start of project until project delivery.

CO-PRODUCER | 2016

Fox TV Channel, Pride of The Nation TV Show

- Managing and overseeing everything from pre-production to final product.

SR. EX. CONTENT COORDINATOR | 2013 - 2015

Arabian Radio Network, Dubai Eye 103.8 FM

- Creating and writing content for daily programs and news bulletins, including interviewing officials and editing it for various shows.
- Conducting interviews and creating clips for daily talk shows and prime-time programming.
- Co-producing and co-presenting a segment on 'The Word' which focused on film and tv.
- Covered the Abu Dhabi Film Festival 2013 and Dubai International Film Festival 2013 and 2014.
- Attended press conferences to gather and create broadcast content.

Film Experience

Other than my professional corporate work, I'm passionate about fiction storytelling and have been a part of over 16 films in both the UAE and the UK. My film and script work has been featured as an official selection in over 40 festivals worldwide with more than 13 wins. Below are some of my most notable work:

NOUR | 2017 - PRESENT

Feature Film Script, In Development

- Won 7 "Best Short Script" titles as a 16 page script, then went on to win 2 "Best Feature Script" titles after developing it as a feature. It's currently under further development for funding opportunities.

BEHIND THE BURQA'A | 2021 - PRESENT

Half Hour Webseries Script, In Development

- Was part of the AFS Workshop and is currently going through further development for pitching purposes.

YEAR OF THE 50TH | 2021 | [CLICK TO WATCH](#)

Short Film, ImageNation

- Was the scriptwriter and director for this short film project with ImageNation in celebration of the 50th year of the UAE. It starred prominent Emirati actors Fatima Al Hosani & Ahmad Abdulrazaq.

CHARLIE | 2017 | [CLICK TO WATCH](#)

Short Film, UK

- Was the scriptwriter, producer, director and editor for this short film project. It won the "Best Short Film" title in Universal Film Festival 2021.

"X" | 2016 | [CLICK TO WATCH](#)

Short Film, UK

- Was the scriptwriter, producer, director and editor for this short film project. It won the "Best Short Film" title in 2 festivals in Dubai and Prague.

Notable Publications

KHALEEJ TIMES | 2022 | [CLICK TO READ](#)

- Was featured in article focusing on my film journey as part of Emirati Women's Day.

GULF NEWS | 2022 | [CLICK TO READ](#)

- Was featured in article focusing on celebrating Emirati Women's Day

DIGITAL STUDIO ME | 2021 | [CLICK TO READ](#)

- Was featured in article focusing on my script "Nour" winning Best Feature Script in Japan.

LAMSIYAN AL YOUM | 2021 | [CLICK TO READ](#)

- Was interviewed live on Abudhabi TV about my journey as a filmmaker..

DUBAI EYE 103.8 FM | 2021 | [CLICK TO READ](#)

- Was interviewed about my film festival entrees.