

# Fawad Ali Rana

Cinematographer | Creative Director

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## PROFILE

I'm Fawad Ali Rana, an independent filmmaker with **6** years of experience in **Film production, advertising and storytelling**. I've worked on music videos, commercials, and shortfilms across the UK, collaborating with both small businesses and mainstream productions. With a strong creative vision and **full right to work in the UK**, I bring stories to life through impactful visuals and focused direction.

## EDUCATION

### **University of Hertfordshire**

Hatfield, United Kingdom

Master's Degree in Film and TV Production

- Developed advanced skills in **directing, producing, and screenwriting** through practical film projects.
- Collaborated on **short films** and **digital content** in a professional **production environment**.

### **University of Central Punjab**

Lahore, Pakistan

Bachelor's Degree in Film and TV Production

- Built a strong foundation in **film theory, camera work, and editing techniques**.
- Created student-led **short films** and **scripts**, gaining hands-on experience in **pre- to post-production** workflows.

## FILM MAKING & CREATIVE DIRECTION

### **Streak Studios Ltd**

May 2023 – present

Founder & Project Lead

- Produced and directed short films, music videos, and digital content for clients.
- Led film shoots, managed production logistics, and collaborated on visual branding

### **Verve Clothing Co**

December 2023 – January 2024

Creative Director

Enfield, United Kingdom

- Directed a warehouse shoot for a London-based fashion and shoe brand.
- Created content for social media, website, and retail outlets.
- Gained experience in film direction, fashion branding, and commercial production.

### **Aziz Turkish Barber**

November 2021 – December 2021

Assistant Director

- Pitched and led a low-budget production for a new barber shop.
- Managed on-site coordination and supported production tasks.
- Gained experience as Assistant Director and Line Producer.

### **UH Short Films**

August 2022 – September 2022

Contributed to five short films during my Master's final stage, gaining professional UK filmmaking experience:

- **Not My Choice** – Writer & Director
- **Choices** – Assistant Producer
- **Mockery** – Producer
- **Trap** – Lighting & Sound Assistant
- **Melody** – Camera & Sound Assistant

### **The Speckled Hen**

February 2025 – February 2025

Creative Director

- Created promotional content and branding for The Film musical event.
- Coordinated with performers to ensure cohesive event visuals.

## DIGITAL CAMPAIGNS - SOCIAL MEDIA MANAGEMENT

### **Trilogy Bar**

June 2025 – present | London, United Kingdom

Digital Content Producer

- Leading visual branding and content strategy across digital platforms.

- Designing campaigns and coordinating with teams to elevate brand presence.

#### **Cafe Moe's** ☀

Digital Content Creator

- Directed a warehouse shoot for a London-based fashion and shoe brand.
- Created content for social media, website, and retail outlets.
- Gained experience in film direction, fashion branding, and commercial production

2023 – 2024 | Hatfield, United Kingdom

#### **A1 Taxis Watford** ☀

Creative Marketing Director

- Led creative direction and social media marketing for digital campaigns
- Directed short-form promotional videos using film direction techniques
- Wrote scripts and content copy to support brand storytelling online

February 2024 – May 2024

Watford, United Kingdom

#### **Krave PeriPeri and Hot Wings** ☀

Creative Director & Social Media Manager

- Led visual branding and content creation using creative direction and film skills.
- Managed Instagram and Facebook with targeted social media marketing.
- Ran digital campaigns that boosted customer engagement and sales.

October 2024 – December 2024

Hatfield, United Kingdom

#### **Max Kebab** ☀

Social Media Manager

- Created and managed social media content for TikTok, Facebook, and Instagram.
- Ran campaigns using food vlogging trends to boost online presence.
- Monitored engagement and adjusted strategies to grow followers.

November 2023 – January 2024

Hatfield, United Kingdom

#### **MAEME'S LIMITED**

Social Media Marketing Consultant

- Collaborated with franchise owner to redesign social media profiles.
- Created consistent visual branding across all platforms.
- Optimized content layout and social media bios for better engagement

September 2024 – November 2024

Watford, United Kingdom

#### **Oriental Express Chinese Takeaway** ☀

Social Media Designer

- Designed branded social media profiles for the restaurant.
- Created cohesive layouts and visual elements to boost visibility.
- Aligned all social media handles with the restaurant's brand identity.

July 2024 – August 2024

Welham, United Kingdom

#### **GIGI** ☀

Director of Photography (DOP)

- Shot and directed a fashion review session featuring influencer Karoline.
- Focused on both dialogue coverage and detailed product visuals.
- Handled camera operation, art direction, and post-production editing.

May 2024 – June 2024 | Enfield, United Kingdom

## ♫ MUSIC VIDEO PROJECTS

### **Direction & Production Roles**

- **Regal Jason – “I AM”** ☀ : Assisted on a one-day shoot, gaining experience in teamwork and time management.
- **Ek Tarfa Payar:** ☀ Directed and executive produced Streak Studio Records' first video, leading a 14-member team.
- **PTI Anthem:** ☀ Associate Director on an international project, managing visual consistency and remote collaboration.
- **Sahiba:** ☀ Wrote, composed, sang, and released this video under Vidly TV, focusing on creative specialization.

## 📁 PREVIOUS MEDIA & PRODUCTION EXPERIENCE

### **Film, TV & Digital Media Work**

- **Juglo** ☀ – I worked as a **Line Producer** and **Production Manager**
- **Al Nusrat Builders** ☀ – I worked as an **Assistant Director** on this corporate film.
- **LaNimbu Studio Artists** – I managed online presence as a **Social Media Manager**.
- **TED Talks, Kinnaird** – I hosted the event as a **Host**.
- **Waqt e Dua** – I wrote and produced this COVID-19 campaign as a **Producer & Writer**.
- **B-Rolls (Rahbar TV)** – I served as both **Show Producer & Host**.
- **Morning Show** – I worked as an **Assistant Director & Runner**.
- **Rasm e Vani** – I wrote the script as a **Script Writer**.

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 **TECHNICAL EXPERIENCE**

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**Software**

Adobe Premier Pro, Avid, PowerPoint, Pro tools, Final Cut Pro, Adobe Photoshop, and Illustrator, Outlook, Excel, Studio Binder, Canva, Logic Pro, Celtx

**Hardware**

Black Magic (URSA Mini Pro 4.6K, 12K, Pocket Cinema Cam 4K, 6K G2) | Canon (EOS R100, R8, R6 Mark II, 5D Mark III, XA60, 700D, 6D, R10

**Sony**

(A7 RIII, A7 RIV, A6400, A6500) | Panasonic (Lumix S5, CX4000) | Nikon (D6, D5300, Z9, D780, ProfotoB10X, Lumi 200, Aputure MC4 Travel Kit, Kino Pro II, GoPro)