

# Fawad Ali Rana

## Digital Content Creator | Filmmaker

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### PROFILE

Creative and results-driven **Social Media Content Creator** with over **6** years of experience across **digital campaigns, brand storytelling, and video production**. I specialize in helping businesses grow their online presence through engaging content strategies and cross-platform campaigns. I bring a strong visual style from my background in film, combined with hands-on digital marketing skills, making me a versatile asset in today's content-driven market. I have the right to work in the **UK**.

### DIGITAL CAMPAIGNS - SOCIAL MEDIA MANAGEMENT

#### Digital Content Producer

June 2025 – present | London, United Kingdom

Trilogy Bar 

- Leading visual branding and content strategy across digital platforms.
- Designing campaigns and coordinating with teams to elevate brand presence.

#### Digital Content Creator

2023 – 2024 | Hatfield, United Kingdom

Cafe Moe's 

- 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

#### Creative Marketing Director


February 2024 – May 2024 | Watford, United Kingdom

A1 Taxis Watford 

- 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

#### Creative Director & Social Media Manager

October 2024 – December 2024

Krave PeriPeri and Hot Wings 

Hatfield, United Kingdom

- 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.

#### Social Media Manager

November 2023 – January 2024

Max Kebab 

Hatfield, United Kingdom

- 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.

#### Social Media Marketing Consultant

September 2024 – November 2024


MAEME'S LIMITED

Watford, United Kingdom

- 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

#### Social Media Designer

July 2024 – August 2024 | Welham, United Kingdom

Oriental Express Chinese Takeaway 

- 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.

#### Director of Photography (DOP)

May 2024 – June 2024 | Enfield, United Kingdom

GIGI 

- 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.

### 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

Creative Director

December 2023 – January 2024  
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

Assistant Director

November 2021 – December 2021

- 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

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

August 2022 – September 2022

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

The Speckled Hen

Creative Director

February 2025 – February 2025

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

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**.
- **Waqf 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**.

EDUCATION

University of Hertfordshire

Master’s Degree in Film and TV Production

Hatfield, United Kingdom

- 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

Bachelor’s Degree in Film and TV Production

Lahore, Pakistan

- 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.

TECHNICAL EXPERIENCE

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)