

# 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

Hatfield, United Kingdom

Krave PeriPeri and Hot Wings 

- 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

Hatfield, United Kingdom

Max Kebab 

- 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

Watford, United Kingdom

MAEME'S LIMITED

- 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

- 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.

December 2023 – January 2024

Enfield, United Kingdom

#### **Aziz Turkish Barber** ☀

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.

November 2021 – December 2021

#### **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.

## 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**.

## 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.

## 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)