

## **Musa**

216 Watling Street, Park Street

St.Albans, Hertfordshire

AL2 2PA

**mobile:**07404606520

**e:mail:**shaan\_strike@hotmail.com



## **U.K. Study and Employment history:**

### **PROFESSIONAL QUALIFICATIONS**

- Diploma 2013 Management & Leadership. CMI - Manchester
- Diploma 2012 Digital Art & Design Stevenson College Edinburgh

### **EMPLOYMENT:**

- Jul. 2014 to present Retail Assistant in BP your M&S Garage.
- July 2012 – mid-April 2014 – Full-time Study only. (alongside Freelance projects)
- April 28<sup>th</sup>2014 – May 5<sup>th</sup> 2014- Volunteer with St. Albans Film Festival Organising Committee. – Logged over 45 hours of voluntary work over 7 days. Tasks included: promotional work, assisting with mounting displays, ticket sales, stewarding and film recording of events.

### **FREELANCE ACTIVITIES – U.K.**

Documentaries/promotional videos that I have directed so far are as under:-

- Promotional video of an English language school in Manchester
- Designed brochure of English language school Manchester
- Promotional animated presentation of “Farmyard funworld Ltd.– a Watford based children’s attraction.
- Designed promotional material for Farmyardfunworld Ltd. (as above)

### **COMPETENT TO OPERATE:**

- **Microsoft Office (Word, Excel, Powerpoint etc.)**
- Adobe Photoshop
- Adobe InDesign
- Adobe illustrator
- Adobe Premiere
- Adobe After Effects (intermediate)
- Adobe Dreamweaver

### **EXTRA CURRICULAR ACTIVITIES**

- Painting/ sketching
- Travelling in U.K.
- Photography
- Playing Tennis
- Digital designing

### **LANGUAGES – Fluent in English and Urdu (Both written and spoken)**

As detailed I have effective I.T. skills, retail and customer service experience.

### **REFERENCES**

Mr. Francis McLennan – Director, Farmyard Funworld Ltd, 21, Lincoln Field, Bushey, Herts WD23 2ES

**Full additional Portfolio/Reference for all Professional Degree Qualifications and Media projects in Pakistan between 2006 and 2012 available upon request.**

## PROFESSIONAL QUALIFICATIONS - PAKISTAN

- Diploma 2006 Media Productions National College of Arts, Lahore
- Bachelors 2005 Media Production ITMF, Islamabad.
- ADCS 2003 Computer Studies University of Cambridge local examination syndicate
  - (UCLES).
- Diploma 2002 Computer Studies University of Cambridge local examination syndicate
  - (UCLES).

## PROFESSIONAL EXPERIENCE - PAKISTAN

Television Producer with substantial 6 years' experience across many genres including factual, current affairs, lifestyle and entertainment. Managed numerous TV shows from innovative initial concept, through development to final production. Equally comfortable with live, studio and location programming. Record of increasing the ratings by revitalizing stale formats or developing successful new ideas. Adept at managing large teams, production crews and celebrities. I have ability to juggle numerous complex projects and react quickly to new situations and tight deadlines.

Worked as **senior producer/program coordinator** in an upcoming channel since March, 2011 by the name **Hope TV** which is an NGO based channel and its aimed at bringing out the best in society by spreading awareness across the community regarding Health, Education, Environment and other social issues whilst educating the people to improve their lives. Meant for bringing hope to change lives, Hope TV's mission was to highlight the issues of ordinary people and then try to address them by suggesting solutions.

The designated task that I had been given was to plan and design the overall programming of the channel, to develop and produce concepts of programs, design look and feel of the channel, planning the Fixed Point Chart (FPC) of the channel and to launch the channel.

- Worked as a senior producer for almost two years in Value TV which is a complete real estate, lifestyle channel and the programs I produced/directed are as follow:
- Producer/Director a daily live morning show called "**Value morning**" a complete lifestyle morning show, which had different segments such as astrology, alternate healing, fitness, fashionista, spice up your space and beauty tips along with top notch guests from different walks of life.
- Producer/Director a weekly live program entitled "**Value tips**" a talk show which included experts from the construction field giving tips regarding architectural design, construction materials and interiors solutions.
- Producer/Director a daily 2 hours live program on properties called "**classified live**" which included sales and rental properties available in the market with experts panel from the real estate industry along with renowned architects, interior designers and property investment experts.
- Producer/Director produced a research based 13 episode documentary program "**Energy wise**". The main objective of the program was to educate the viewers and make them understand their duties as useful citizen who can play a very important role in conserving energy and using energy according to given resources. The objective of this program was "changing the culture by changing the behaviour", it means that everyone has to change the manner in which we have been using our depleting energy resources, and this program made audience think to use our energy resources in a cautious manner. This program educated the viewers about saving energy through use of **efficient construction materials, energy efficient houses, precautions and practices** to overcome the energy crisis both at macro and micro level. This program was aired on **aaj TV**.
- Producer/Director a weekly program "**Room dhamaka**" based on the concept of revamping rooms. In this fast paced life it has become quite difficult to live and design your room which actually represents your style so in this program we used to revamp bedrooms according to its occupants taste which depicts their inspirations through a great lineup of designing tips and transformed it into a holiday mode so they can welcome friends and family in style and comfort, quickly and easily.
- Producer/Director a program "**Brand Wagon**" in which we used to discuss branding of different products, their creatives and get comments from the product developers as well as creative team of that particular product which turned it into a brand by giving it a brand image and brand identity.

- Producer/Director Four hours of live special budget transmission.
- Producer/Director Special live Eid transmission.
- Director Directed a program for children, entitled “**kids cinema**” which ran on the satellite channel “**wikkid plus**”.
- Director Directed a program entitled "**Portrait**" based on the filmography of Hollywood stars.
- Assoc. Creative Director Working in an image consultancy firm **A2H** which provides services such as art direction for fashion shoots,styling,fashion campaigns for brands,fashion shows choreography and designing.
  
- Director Dec06-Mar09 **Designated magazine programs** that were run on **ARY Digital** and **The Musik** comprising:
  - **CATWALK**(Fashion based program):Every program was dedicated to a single main stream fashion designer and their creations in the form of catwalk presentations. Each included interviews with the featured designer along with the top fashion stylist, photographers and top notch models, alongside fashion shoot in every episode of the program.
  - **NIGAR KHANA**(Film based program): Covered the history of Pakistani cinema and films on a year to year basis since 1947.It exhibited the release of films per year, their box office reviews and profiles of respective Directors, Producers, Music Directors, and Cast.
  - **LAHORE EXPRESS**: Programmed television coverage of current social activities in Lahore along with fashion events. Also introduced celebrities, sizzling eateries, talent hunt, and news of Lollywood.
  
- Instructor Jan06-Apr06 Taught Pre-production and Production courses to Degree level students at Institute of Textile, Multimedia and Fashion (ITMF),Islamabad.
  
- Internship May05-Jun05 Acquired know-how in the entire working processes of Advertisement, Marketing to Creative department at **Manhattan Pakistan Limited, Islamabad.**

#### **FREELANCE ACTIVITIES- PAKISTAN**

- Master Textile
- ChawlaAluminium
- Paragon City
- State Life Insurance Housing Society
- Sharjah City
- SA Gardens
- Colliers International  
Lake City
- Motivational song for flood victims sponsored by Diamond Foam.
- Commercial film of home appliances manufacturing unit.
- Directed a music video.