

MOHAMMED AHMED

News Producer | Social Media Consultant

Journalist - News Producer with +7 years of experience in news, TV and digital media industries, able to work in a dynamic, and fast-paced media environment, and to work as a team player with a good attitude. Currently, work with Aljazeera Media Network since 2014. Have a good experience in digital marketing and social media Consultant. Founding member of Rassd Agency. Passionate about photography. Outgoing and detail-oriented. I love meeting new people and learning new things.

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WORK EXPERIENCE

Producer & Video Journalist Aljazeera Media Network

06/2018 - Present

Montreal

Achievements/Tasks

- Trim raw footage to specified length and reassemble segments in sequences to present stories with maximum effect.
- Excellent sense of pace and timing, with a flair for strong visuals and efficient storytelling.
- Determine the specific audio and visual effects and music necessary to complete films.
- Keeping up-to-date technically .
- Remain up to date on the latest developments in the field, including involvement with professional organizations such as IPI and CAJ.

News Producer / Journalist Aljazeera Mubasher Channel/ Aljazeera Media Network

02/2014 - 06/2018

Doha, Qatar

Achievements/Tasks

- Broadcast news in line with the Aljazeera news agenda.
- Assist in preparing prospects for the day's stories.
- Assist with managing the News desk, working closely with the Program Editors in deciding and driving the days editorial agenda.
- Assign and liaise closely with teams in the field.
- Co-ordinate recorded and live material brought into the newsroom.
- Brief the Broadcast Centre coming on air next.
- Represent Aljazeera in the field whilst covering stories.
- Keep abreast of how stories shape is affected by the different Aljazeera programs.
- Recognize and shape stories which are in line with Aljazeera News agenda.
- Produce packages using browse edit.

Social Media Manager Anadolu Agency

06/2012 - 03/2013

Cairo, Egypt

EDUCATION

AEC Commercial Photography Dawson College / Photography

01/2020 - Present

Montreal

Studies of Business Administration Faculty of Commerce, Cairo University / Cairo, Egypt

09/2008 - 09/2013

Giza, Egypt

Diploma of Computer and Information Sciences Technical Institute for Advanced Industries in Cairo

09/2004 - 09/2006

Cairo, Egypt

LANGUAGES

Arabic
Native Proficiency

English
Full Professional Proficiency

French
Limited Working Proficiency

SKILLS

Microsoft Office Word, Excel and Power point

Leadership & Communication skills

Multitasking Skill

Public Relation

Journalism

News Writing

Filmmaking

Photography

Social Media Marketing

Working in teamwork

Searching

Management

Community Management

Ability to follow established workflows and structures put in place by department heads.

WORK EXPERIENCE

Social Media Manager

Misr 25 / News Channel

06/2011 - 06/2012

Giza / Egypt

Achievements/Tasks

- Developing strategies across social media and digital marketing platforms.
- Increasing outreach, grassroots, social media, digital PR, buzz building and building sustainable communities.
- Manage social media campaigns and day to day activities.

ACHIEVEMENTS

C0-Founder of Medso Agency (2013) [↗](#)

- Independent news agency concerned with public events honestly and clearly without giving the opinion or direction for an event to serve a particular orientation.

Founding member of Rassd Agency (2010) [↗](#)

- Rassd was launched as a Facebook-based news source launched on January 25, 2011. Quickly advanced to become a primary contributor to Egyptian revolution-related news that year. Applying the motto "From the people to the people," the citizen journalists who created RNN have since added a Twitter feed and launched an independent website dedicated to short news stories favoured by an online audience.

COURSES

Digital Marketing Nanodegree by Udacity (03/2017 - 07/2017)

Master platform-specific skills valued by top employers, while at the same time establishing a broad-based understanding of the whole digital marketing ecosystem.

Diploma of Filmmaking by New York Film Academy (03/2014 - 04/2014)

Cooperated with Aljazeera institute. Developing skills & techniques in telling a story & filmmaking: writing, filming, directing & editing.

TECHNICAL SKILLS

Video Editor

Performed digital video editing workflow from beginning to finished production, i.e. ingested raw footage (AVCHD, DV, H.264, DVCPRO etc.) into non-linear editing software, organized bins, colour correction/grading, multi camera edits, titles, chapter and menu creation, final encode and export, DVD creation, actors reels, trailers, weddings, commercial events, promotions. Shot and edited 500+ daily videos with Final Cut Pro, Compressor, Adobe CC, Premiere Pro, Photoshop, Lightroom and beginner's knowledge of Illustrator.

Video Journalist

Significant experience in short-form video (3-6 minutes). Fast, adaptable, non-linear editing skills. Familiarity with the entire Adobe Creative Suite is imperative. Select and combine the most effective shots in each scene to form a logical and smooth running story. Communicate with newsroom producers and reporters to plan and develop content strategies Train new hires on proper equipment usage and maintenance. At news, events, gather information, shoot video, interview officials and effectively edit and present the events for air Consistently meet shooting, editing and production deadlines to meet and surpass daily goals. Utilize social media accounts such as Facebook, Instagram, and Twitter to deliver compelling photos and news stories to viewers Successfully persuade interviewees to tell personal stories to a regional audience.

Photography

Lead photographer of weddings, special events, headshots, portraits and product photography. Handled on location set up of backdrops, lighting, props and subject posing. Organized the workflow and performed the finished editing in Adobe Photoshop CC, Lightroom and Camera Raw of client photo sessions. Designed client photo albums and executed delivery of projects on disc, flash drives, digital uploads to third party sites and prints.

Social Media

Created a network with which to communicate with the Content Manager and the SEO Manager Analyzed data to determine the most effective approach toward a social media presence Honed the brand identity through all media companies-owned media Worked with the web developer so as to optimize the SEO and media presence. Launched campaigns, and mentored 6 small to medium sized companies in social media strategy. Trained executives on utilizing Facebook, Twitter and Blogs resulting in further development of company social media involvement. Implemented strategies that included gaining executive buy-in, determining staffing needs and budget, and setting metrics/reporting. Helped sales channel of one company increase their sales contacts 10% through strategic social media outreach.