

About Me

I am a highly accomplished creative with over 12 years of experience leading groundbreaking projects for some of the world's most influential global brands, agencies, and production companies. My career is marked by a proven track record of managing and developing innovative video content and directing creative teams from initial concept through to flawless execution. Renowned for my visionary approach and original conceptual thinking, I consistently deliver powerful visual narratives that resonate with audiences on a global scale. Beyond my extensive film expertise, I am a sought-after consultant on diversity and inclusion, regularly speaking at international conferences and exclusive in-house sessions, where I guide top-tier brands on how to authentically connect with diverse audiences. I excel in coordinating and executing high-profile events for brands such as Soho House, from concept to completion, ensuring every detail aligns with the client's vision and goals. My strong organizational skills, attention to detail, and ability to manage multiple stakeholders.

I am deeply committed to nurturing the next generation of creative talent, mentoring young professionals on how to not only break into the industry but excel within it. My mentorship equips them with the critical skills and insights needed to thrive in a competitive landscape.

Experience

2024 - Present

Zola Studios - Founder - Director

Zola studios is a creative studio committed to telling representative stories from the SWANA (South West Asia and North Africa) region and beyond. Focused on community-building and filling the gap in stories from these regions, with the aim to create a global network of like-minded creatives dedicated to owning their narratives and fostering cross-cultural understanding. Currently in production; long form documentary, short film, multiple shopping agreements.

2020 - 2024

META - Producer - Consultant - Creative Director - Director

Developing and directing brands films. Developing, writing and directing content for television and social branded campaigns. My role involved designing and leading multiple workflows, encompassing pre-production, post-production, creative direction, and delivery. I supervised in-house content production and provided oversight for numerous projects, handling responsibilities such as writing, casting, production administration, and hiring key production staff both locally and internationally. Capability to plan and execute a global distribution strategy

2023-2023

Netflix - Consultant - shooting Director

Spearheaded a high-profile project as a self-shooting director for Netflix's groundbreaking launch of Bridgerton, collaborating directly with Alicia Keys on Netflix's largest celebrity endorsement to date. Managed a complex, multifaceted production, working with a 70-piece orchestra, and leading cross-functional teams in both the UK and US. Orchestrated the entire production process, consulting and overseeing a separate production agency to deliver four high-impact social asset films remotely, ensuring seamless execution and exceeding client expectations on this landmark campaign.

2020 - 2021

Apple - Director - Producer - Consultant

Led the execution of a high-budget brand film for Apple, overseeing a \$100K+ project budget. Responsibilities included assembling and managing a creative team, ideating, coordinating feedback between UK and US clients, and ensuring seamless execution of the shoot under COVID-19 protocols, including remote filming and full pre- and post-production management. I set and maintained timelines while planning, filming, and supervising post-production for various content types, including short and long-form original content, branded videos, and digital campaign videos.

2018 - present

BBC - Broadcaster - Correspondent

Presented my debut documentary for BBC3 and BBC1 - Inside the Real Saudi Arabia. Nominated newcomer of the year at the Edinburgh TV Festival. Syndicated worldwide with over 10 million views. Corresponding and ideating on political and social issues for outlets such as; BBC News, CNN, Channel 4 News, ITN News, BBC4 Womens Hour, Radio 1extra. Written features for; The Guardian, The Telegraph, The Independent, Harpers Bazaar Arabia, Grazia, Elle, Stylist. Ability to conduct in-depth research and craft compelling, fact-based narratives that resonate with diverse audiences. I have the flexibility to adjust to various challenges during production, including tight deadlines and changing circumstances ensuring a cohesive vision and successful project execution. I excel in clear and engaging communication, quick thinking, and adaptability under pressure. With a strong on-camera presence, I bring content to life while effectively managing time, pacing, and technical aspects of live streaming.

2011 - present

Freelance Brand Consultant - Mentor

helping businesses define, enhance, and communicate their brand identity. analyse brand's current positioning, audience perceptions, and competitive landscape. Work closely with the brand to clarify its core values, mission, and unique selling propositions. Advise on strategies for brand differentiation. Involving refining messaging, visual identity, and overall brand narrative to align with the target audience's needs and expectations. Additionally, develop marketing and communication strategies to boost brand awareness, engagement, and loyalty. Mentoring young people on entering to the fashion industry, how to communicate with stakeholders, clients, manage expectations and execute project from concept to delivery.

2011 - 2018

Fashion Stylist - Correspondant

Expertise in tailoring styles to individual clients' body types, personalities, and preferences. Strong verbal and written communication for collaborating with clients, designers, and other stakeholders. build and maintain relationships with designers, retailers, and fashion professionals. work under tight deadlines and manage multiple projects simultaneously. Quick thinking in addressing unexpected challenges during styling sessions or photoshoots.

Education

Glasgow Caledonian University 2.1 Fashion Business (hons)

Skills

- Video/Photo Creative
- proposals
- Resourcing
- Socials
- Budgeting
- Editorial/News writing
- Post production
- Mentoring
- videography
- Consulting