

# MY RESUME

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## SKILL SUMMERY

My objective is to secure a position as a non-linear editor with a reputable production company or television station, where I can fully utilize my creativity that will lean towards the success of the company and its growth in the industry.

## About the Company

Lamsat Harayer Company for Abayas has a long tradition in its name, which includes a set of high-end designs for women's gowns inspired by the oriental taste of Arab women in general and Kuwaiti in particular. From the State of Kuwait was the start, specifically from the Jahra region, where the first light of the company touched Heights for the gowns and its rays extended to various branches in the Kuwait

## ROLE

- Creating strategies to increase online traffic to the organization's website
- Tracking the conversions and improving the percentages and numbers
- Taking care of everything from SEO, SEM to Social Media Marketing
- Creating Social Media Marketing strategies to create a brand name in Social Media and raise awareness
- Improving the user experience on the company's website(Includes design, content and usability)
- Collecting and Evaluating customer feedback data
- Evaluating competitor's Digital Marketing strategies and creating plans to overtake them

## SOFTWARES

Google Analytics  
Adobe  
FCP  
Etc

## About the Company

**Lightbug Media Production (Kuwait)** 2017 to 2019

Lightbug Media Production has been in operation since 1996 in the field of media. The Company, considered one of the top production houses in Kuwait, was founded by director Yarub Bourahmah who, along with Lightbug's creative team, have worked to deliver cutting edge creative productions constantly creating new benchmarks for production in the region.

## ROLE

Remarkable experience with non-linear editing  
Proficient with Final Cut Pro, Adobe After Effects, audio/video equipment – Avid Adrenaline technology, cuts-only systems and Microsoft Office applications  
Good understanding of audio/video recording equipment and processes  
Familiarity with non-linear editing systems editing both video and audio  
Wide knowledge of Windows Media, Flash, and other broadcast formats  
Ability to quickly identify incoming media priorities  
Ability to multitask and handle tight timelines  
Ability to work in creative team environment and with flexible hours

## EXPERIENCE

### EMMRC (KASHMIR UNIVERSITY)

01-05-2012 to 27-10-2016

The center has expanded its canvas of functioning. Besides producing documentaries and studio based education programmes. Equipped with the latest Gadgets of television and film production, The centre has shifted from standard definition to high definition technology in term of cameras and editing suites. Keeping pace with the ever changing trends in the video production technology, EMMRC has pro-

cured a highend multimedia platform, highend cameras like XD-CAM and highend editing machines like Leech Velocity HD, Apple Mac os X with FCP, Digital Audio-Visual Mixers and Digital Video Recorders. Lot more has to coming to make a tape free system at the centre.

## ROLE

Production of Syllabus based Video Lectures with Multimedia inputs.

Converting the existing ETV programmes into E-content.

Developing of Educational Multimedia & Learning Object Re pository (LOR)

Developing E Content on syllabus of Botany

Conducting communication research and promoting audio visual culture in the university

Producing weekly video magazine programme QUEST tel ecast on DD Kashmir and Kashmir University Radio Digest (KUD) broadcast on Radio Kashmir Srinagar

## SOFTWARES

Adobe Photoshop CS6

Adobe Illustrator CS6

Adobe After Effects CS6

Final Cut Pro 7

Motion

3ds max 10

## EXPERIENCE

**ALBADDAD GROUP** Dubai Free zone, UAE  
(www.albaddadintl.com)

01-09-2009 TO 05-03-2012

Al-Baddad International, subsidiary of Al-Baddad Global, is a leading provider of innovative mobile halls and pre-fabricated buildings in the MENA region. The products are the best option for outdoor solutions, exhibitions, conferences, weddings, events (especially sports), In- ternational forums, private occasions, festivals, camps, warehouses, and temporary accommodations, etc.

## ROLE

Developed various promotional materials and designed the corporate image for the Institute Logo, card, letter head, website, Newsletter, banners, invitation card, Catalogs, Broach ers etc...

Develop brand strategy & Brand Pro-motioning through Social Media Platform like Face book, Twitter, Flickr etc. Email Marketing.

Search Engine Optimization, Keyword Analysis.

Directory Submission and Ad Posting.

Report Generation, Competitor Analysis.

Managing and monitoring the Online Sales.

Analysis and preparing report for Technical requirements,

## SOFTWARES

Google Analytics

## EXPERIENCE

### FILM EDITOR/GRAPHIC DESIGNER

01-01-2006 TO 01-06-2009

IN Television (London Based)

IN Television is a TV Broadcast channels that shows different pro- grams Such as Documentaries, Short Films, News Bulletins and Business Programs which is telecast mostly London.

## ROLE

Strong Understanding of animation principals able to convey emotion, character, weight and story.

Traditional background in films, drawing, writing and virtual scenes

Making of editing & special effects for films, developing of Promos, Bumpers, Documentries, short stories etc

News report, commerical Advertisements

## SOFTWARES

Adobe Photoshop

Adobe Illustrator Adobe Premere

Adobe Aftereffects Sony Soundforge

Final cut Studio

3ds Max

Edius

## EDUCATION

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**Master in IT ( Pursuing) Alhabad University, India**

**Bachlors in Computer Applications**

Alhabad University, India

**Diploma in Multimedia Applications, Graphic Designing, Web designing, Film Editing from**

Arena Multimedia, New Delhi

**Diploma in Search Engine optimization**

Internet City, Dubai, UAE

**Diploma In Professional Photography**

Knowledge Village, Dubai, UAE

## ABOUT ME

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Active Listening — Giving full attention to what other people are saying,

Operations Analysis — Analyzing needs and product requirements to create a design.

Speaking — Talking to others to convey information effectively.

Writing — Communicating effectively in writing as appropriate for the needs of the audience.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions,

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Active Learning — Understanding the implications of new informa- tion for both current and future

**Name:** Manzoor Ahmad Dar

**DOB:** 02/01/1979

**Marital Status:** Married

**Nationality:** Indian

**Languages:** English

**Profile:** [www.kashmedia.com](http://www.kashmedia.com)