

Professional profile

A Professional digital media producer, creative script writer, and patient post-production supervisor. Who has been producing shows on social media platforms and TV channels as outsource entities or employment contracts.

Nevertheless worked with some good production houses in Jordan and Arab region.

With 5 years of experience; A proven track record across content writing, script writing, video production, post production, art direction, social media administration and digital media projects management.

Core skills

- Script writing
- Videography
- Photography
- Sony Cameras using
- Cannon cameras using
- Location management
- Art direction
- Post-production supervision
- Apple devices using
- Social media coordination
- Adobe (Ps, Pr)
- Microsoft office

Career summary

Nov 2016 – Nov 2019

Digital media Manager

Baaz, Inc

Outline

Acting as digital media manager, building the content strategy, planning the operation process, content creators recruiting, content creators training, publishing management, monitoring and evaluation.

Key responsibilities:

- Create and produce content for all digital platforms, including website, mobile app, social media.
- Learn and apply SEO best practices to every piece of content
- Monitor analytics and use that information to adjust presentation strategies as needed
- Coordinate editorial and technical staff to facilitate the migration of multimedia content to new media platforms, including video, audio, still photos and graphics.
- Work with digital team management to develop and execute special projects.
- Assist in the management of user-generated content on the sites
- Update various social media accounts, assist in growing number of fans/followers and interact with fans/followers on regular basis
- Work with other departments, including sales and marketing, as needed on site and/or station initiatives that require content integration.
- Perform other duties as needed and directed.
- Content creators recruiting, and training.

Key achievements:

- Create and run the digital content department from scratch.
- Build the content programs strategy in total 3 main programs.
- Recruit and train 120 content creators from different countries in Arab region.

Ahmad Shaman Obeidat | Digital media producer

Location: Amman, Jordan

Phone Number: +962790275214

Email Address: a7mad.shaman@gmail.com

- *Produce and release 258 tutorial and documentary episodes with 27 content creators from different countries in Arab rejoin.*
- *Minimize the submission process by creating a submission page on the website.*
- *Got more than 200,000 downloads and new users as a result of the digital content department.*
- *Helped add new features on the website related to video posting in collaboration with the technology team.*

Apr 2015 – Oct 2016

Reach 2.0

Content officer

Outline

Creating and maintaining high quality Arabic and English datasets in a digital format that can be used by the data science team. The role includes curating the data, entering the data into the system, verifying the data and ensuring it is correct.

Key responsibilities:

- Curating and maintaining high quality Arabic and English datasets in a digital format that can be used by the data science team
- Entering data into the system and checking to ensure the accuracy of the data that has been inputted
- Verifying automatically generated Arabic and English dictionaries to ensure the data is correct
- Working closely with the data science team to understand requirements for labeling data Organize, modify and update existing content.
- Collaborate with co-workers and come up with ways to organize our data. Manage a busy workload according to deadlines.

Aug 2014 – Mar 2015

Better homes real estate

Social media coordinator

Outline

Key responsibilities:

- Schedule and monitor social content across four social channels: Instagram, Facebook, Twitter, and LinkedIn, helping to manage and write cross-channel social editorial calendar
- Assist with tracking social metrics and compile regular reports (including campaigns and product launches), utilizing this data to drive decision-making
- Collaborate with teams within Marketing and across the organization to ensure social needs are being met; coordinate with software vendors and reps
- Conduct outreach to Squarespace customers and coordinate customer features across channels.
- Engage in community management with fans and followers across platforms; liaise with Customer Operations team
- Assist in tracking and managing Squarespace's image on review sites
- Keep a pulse on competitor social media efforts, as well as the social landscape at-large – including trends, standout campaigns and key platform updates.

Ahmad Shaman Obeidat | Digital media producer

Location: Amman, Jordan

Phone Number: +962790275214

Email Address: a7mad.shaman@gmail.com

Key achievements:

- Growing the social media audience on four platforms Instagram, Facebook, Twitter, and LinkedIn.
- Developed the social media content strategy.
- Developed the e-commerce experience on the company's website.
- Developed the website content in both languages (Arabic and English).
- Supervise the website design Development.
- Managed the 12th annual celebration event.

Outsource Projects

Roya TV: Script writer (2020)

أنا بحكيك القصة 5

Roya TV: Script writer (2019)

Laylat Amal show

Jordan media institute: Film maker (2019)

A graduate story – Short movie

AJ+ Arabic: Field journalist (2018 - current)

Story of a human program.

Roya TV: Script writer (2018)

Unaccepted realty season 2

Estudio: Script writer (2019)

Group of commercials and documentaries

Kharabeesh: Content producer (2017 – 2018)

Writing for the online blog.

UNHCR: Script writer (2016)

“Elkeh” feature movie about a Syrian child refugee.

Education & Qualifications

- ❖ High school, kufersoum secondary school, scientific stream (2012)
- ❖ Social media coordination, Generic (2013)
- ❖ Digital filmmaking, Royal film commission (2014)
- ❖ Video editing (Premier), circle for media production (2015)
- ❖ Communication skills, dale Carnegie Jordan (2018)