

Muhammad Arshad (VIDEO EDITOR)



PROFICIENCY IN EDITING SOFTWARE APPLICATIONS

Final Cut Pro

Motion

DVD Studio Pro

Soundtrack Pro

Adobe Premier Pro CC

Adobe Photoshop CC

Adobe After Effect CC

NOTEABLE CREDITS

Discovery programs
(Quest Arabiya TV)

Beauty Match – MBC
(Elie Saber – Director)

Healthy Cooking
(Physique TV)

Al Yousuf Motors – Profile Video
(Tariq Syed – Director)

Super Max – Profile Video
(Joe Multimedia)

Face of the Year
(Sony TV – Director: Sania)

IT SKILLS

Mac OS (Installation & Troubleshooting)

Advance User of Win XP & Win7

Basics of LAN Networking & Connectivity

Hardware & Software Troubleshooting (Average)

PERSONAL DETAILS

Khalifa City-A, Abu Dhabi

M: +971 50 228 5925

DOB: 01 January 1971

Nationality: Pakistani

E: arshadshah.arshad@gmail.com

REF: www.vimeo.com/arshadshah

PROFESSIONAL PROFILE

Highly skilled and versatile professional with **15 years of post-production experience** in multimedia, video editing for broadcast television, production. Proficient in editing for both short and long form media projects, utilizing various hardware and software platforms.

Having wide knowledge of almost all video formats, codec and frame rates with hands on knowledge of video compression and encoding practices.

Used to work in managing assets/workflow/edits of various productions along with the Edit Suite Operations and Media Contents.

I strongly believe that “success in editing follows from attending to the conceptualization and planning of end product before we engage machines”.

OBJECTIVE

I have a desire to push myself to consistently improve both my carrier and skill set by utilizing the vast experience. I am also keen to achieve further professional development.

Skills and Experience

- Experience of working in a broadcast environment
- Excellent communication and interpersonal skill.
- Review content to the QC standards of Broadcast
- Ingesting media as per editing workflow requirement.
- Proactive, taking initiative and problem-solving skill.
- In depth knowledge of post-production operation, specializing in non-linear editing.
- Basic understanding of TV production including studio operations, lighting, audio, and vision control.
- Ability to translate client's requirements into practical solutions.

TECHNICAL SKILLS

- Strong skills of working with computer hardware and installing, re-installing video editing boards, video capture cards, graphics cards, adding memory to computers.
- Good knowledge to connect external video editing and graphics hardware to the computer to connect external devices such as Mini DVs/BETACAM/DVCAM/HDV record decks, and video cameras.
- Strong understanding about the differences between composite video units and S-video units, composite video cables, fire wire cables and fire wire ports IEEE 1394 interfaces.
- Experience of DVD Authoring with Encore, DVD Studio Pro and some more.

CAREER SUMMARY

Image Nation - Abu Dhabi, UAE

Period: March 2020 – Present

Designation: Video Editor

Responsibilities:

- Media assets conversion for distribution of Image Nation content
- Creating encrypted and unencrypted DCP of Image Nation assets for festivals and distribution.
- Generating KDMs and DKDMs for encrypted DCPs.
- Repackaging existing DCPs and versioning for international releases like subtitled and dubbed versions in 2k, 4K, 2.0, 5.1 & 7.1 DCP's.
- Inhouse recreation of all Format and Material Requests from Marketing and Producers when needed.
- Maintain and organize INAD media assets in the servers.
- Resolve potential issues with the media assets related to pictures or audio.
- Recreate all asset versions that are compatible with Workstream requirements.
- Maintain and upload All INAD assets to the Workstream.
- Checking all technical specification for all image Nation existing and new media assets.
- Synchronize & Creating (SubRip) subtitles (.srt, .pac) files when needed.
- Oversee the marketing deliverables media review across all the library projects.
- Review all the marketing deliverables media assets library in time for the INOW implementation.
- Export and render new marketing video data.
- Generating the reports of all available media files under each project.

MBC - Dubai, UAE

Period: 2019 – 2020

DIT (Digital Imaging Technician) / Video Editor

Responsibilities:

- Work with the director, camera operators & sound engineer to set to managing their recordings.
- Manage all camera data cards of fashion reality show (MBC Beauty Match).
- Organize the data into an easy filing system on hard drives for the postproduction.
- Taking multiple backups on daily basis with (hash) checksum verification.
- Editing short video clips of each episode.
- Rendering clips daily to be shown to the judges

Quest Arabiya - Abu Dhabi, UAE

Period: 2016 – 2019

Designation: Video Editor

Responsibilities:

- Oversee the content Re-versioning process in Quest Arabiya channel from the starting point of the chain until it goes on air.
- Checking all technical specification for all programs and series.
- Specify all on screen original graphics and replace it with Arabic graphics.
- Create high resolution images to promote the program on social media networks.
- Re format and edit all programs and shows to match Quest Arabiya technical standards.
- Maintaining consistency, readability and accuracy and expedite content development.
- Coordinate and communicate with the graphic designer, promo producer and the compliance manager always to get the best result on the provided materials.

- Full responsibility of quality control for both programs and promotions in addition to programs segmentations.
- Ensuring the highest content quality is delivered and produced.

DIGITALLY TV STUDIO - DUBAI, UAE

Period: 2011 - 2016

Designation: Freelance Video Editor

Responsibilities:

- Edit raw footage content for producing corporate videos.
- Perform video and audio editing based on story sequence and continuity.
- Directing multiple camera shoots on-site.
- Editing promos of social media and corporate projects

Aflamnah FZ LLC - Fujairah, UAE

Period: 2016

Designation: Freelance Video Editor

Responsibilities:

- Re-versioning (Arabization) reality shows from Discovery using adobe After Effects, Premiere, and Photoshop.

PHYSIQUE TV - DUBAI, UAE

Period: 2010 - 2015

Designation: Video Editor

Responsibilities:

- Responsible for multi-language Audio (channel) & Video quality of shows.
- To correct & synchronize subtitles (PAC) files if required.
- To coordinate with video controllers and scheduling team regarding the workflow.
- Responsible to ingest raw videos, Coding, QC, file conversion and distribution of digital content to new media for editing & web-based platforms.
- To manage the team, completing each postproduction schedule to meet on-air needs.
- Manage storage, maintenance, and editing workstations.

JOE MULTIMEDIA - DUBAI, UAE

Period: 2008 - 2009

Designation: Video Editor

Responsibilities:

- Edit films and videotapes to insert music, dialogue, and sound effects, to arrange films into sequences.
- To select and combine the most effective shots of each scene to form a logical and smoothly running story.

MOTION TV PRODUCTION - DUBAI, UAE

Period: 2007 - 2008

Designation: Video Editor

Responsibilities:

- Non-linear editing and conforming position using Final Cut Pro.
- Directing single and multiple cameras shoots in studio.
- Engaged in working independently and follow multiple jobs concurrently.
- Working with solid understanding of editing techniques and postproduction workflow.
- Excellent time management skills and the ability to multi-task.

ALLY'S PRODUCTION FZE - SHARJAH, UAE

Period: 2004 - 2007

Designation: Editor

Responsibilities:

- Online & Offline non-linear editing and conforming position using Final Cut Pro.
- Directing single and multiple cameras shoots in studio and on-site.
- Responsible for postproduction quality and developing staff, consistently achieving and surpassing Key Performance Indicators.