

Capabilities Deck

What I Do / Who I Serve / What I Offer / Accomplishments / CV



Zyra Asin

PRODUCTION ASSISTANT & CASTING

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DUBAI, UNITED ARAB EMIRATES





Production Assistance — Casting

Dear Hiring Manager,

As a Casting Manager and Production Assistant with 4 years experience, I've contributed to Hollywood films, regional commercials, short films, and TV series, bringing stories to life, sourcing authentic talents and supporting directors through meticulous casting and dedicated production assistance.

My experience spans coordinating auditions, managing logistics, sourcing talents, preparing presentations, creating shot lists, managing crews and ensuring on-set efficiency across diverse projects and stakeholders.

I'm seeking opportunities to leverage my expertise as a Production Assistant/coordinator and a Casting Manager.

My proven track record in high-pressure environments makes me a valuable asset to any production team. Thank you for considering my application.

Zyra Asin

Casting Manager, Production Assistant



Capabilities and Services

I drive casting and production solutions that align with your goals and audience. By strategically selecting talent, coordinating logistics, managing crews, and executing collaboratively—bringing clarity and authenticity to production teams.

ASSISTANCE

1

PRODUCTION

- CONCEPT SUPPORT
- SCHEDULE COORDINATION
- STORYBOARD ASSISTANCE
- SHOT LISTING
- LOCATION SCOUTING
- PERMIT MANAGEMENT
- SET PREPARATION
- CAMERA ASSISTANCE
- VIDEOGRAPHY SUPPORT
- CREW AND STAKEHOLDER COMMUNICATIONS
- ADMINISTRATION AND RESEARCH
- SHOT MONITORING / SUPERVISION

TALENT SOLUTIONS

2

CASTING

(MODELS, ACTORS, VOICE, INFLUENCERS)

- CONSULTATION
- RESEARCH
- SOURCING / IDENTIFICATION
- SCREENING / EVALUATION
- AUDITIONS / INTERVIEWING
- ACQUISITION / NEGOTIATION
- PROJECT MANAGEMENT
- TALENT MANAGEMENT
- CLIENT PRESENTATION
- COMMUNICATION / COORDINATION
- PERFORMANCE MONITORING
- DEPLOYMENT / WRANGLING

Industries I Serve



01

Tourism and Hospitality

Elevating experiences and attractions for Tourism Boards, Theme Parks, Hotels and Resorts



02

Events

Highlighting Summits, Expos, Tradeshows, Workshops, Educational and Corporate Events



03

Advertising & Marketing

Creating content for Advertising Agencies to streamline production, boost impact and engage audiences



04

Sports & Outdoors

Fueling athletic brands, teams, leagues and active lifestyles



05

Media & Entertainment

Sourcing Cast for Advertisements, Films and all Production Teams



06

Food and Beverage

Showcasing appealing products to the right audience for restaurants, cafes, food brands & cloud kitchens

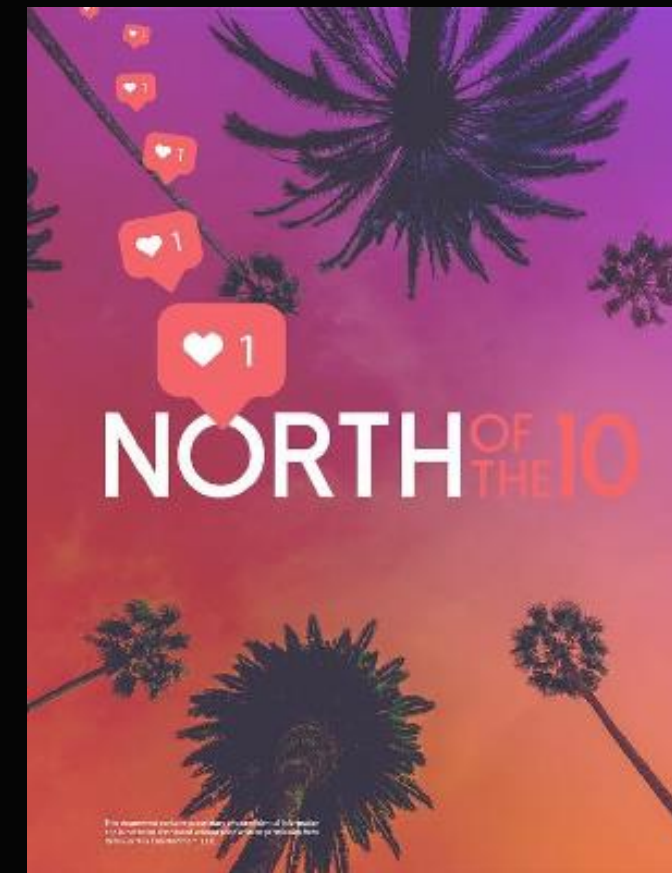
Casting Projects



Mission Impossible Dead Reckoning 1/2
Format: Hollywood Movie
Year: 2023
Role: Casting Extras



Kandahar
Format: Hollywood Movie
Year: 2023
Role: Casting Featured and Extras



North of the 10
Format: Movie
Year: 2022
Role: Casting Extras and Stand-Ins



Where Is Lucy?
Format: Short Film
Year: 2021
Role: Casting Featured and Extras



Kill the Lie
Format: Short Film
Year: 2021
Role: Casting Featured and Extras



Mortal Man
Format: Short Film
Year: 2021
Role: Casting Featured and Extras

TELEVISION

Casting Projects



Last Light
Format: TV Mini Series
Year: 2022
Role: Casting Extras

Production Projects

Role: (CASTING MANAGER, PRODUCTION ASSISTANT)

- La Toalla 2023 – 2024
- Aquae Jewels Diamond Collections 2023
- Cando Real Estate 2023
- Cando Restaurant 2023
- Park Regis Kris Kin 2023 Ramadan
- The First Group 2022-2023 Media Campaigns
- The First Collection Business Bay
- The First Collection JVC
- Wyndham Dubai Marina
- Tryp by Wyndham Dubai
- Citadines Metro Central
- Grand Heights Hotel Apartments
- Ocean View Hotel by JA Resorts and Hotels
- The Manor Hotel by JA Resorts and Hotels
- ZOYA Health and Wellbeing Resort UAE 2023
- Alaya Restaurant DIFC 2023

Commercials

Role: (CASTING MANAGER)

- MG Middle East 2024 Smart Inspect Glass (UAE)
- BIGO Live Media Ad (UAE) 2024
- Industrial and Commercial Bank of China Limited, Dubai (DIFC) Branch 2024
- Etisalat Deals 2021
- INSEAD UAE - Mission to Mars 2021 Instructional Production
- Hyundai (Jordan) 2021
- Hyundai (UAE) 2021
- Seaworld Abu Dhabi – Manta Ride 2021

Events

Role: (PRODUCTION ASSISTANT)

- Ride for Unity - UAE Amateur Cyclists to Bike '7 Days, 7 Emirates' 2024
- Altrad Corporate Event 2023
- UAE Team ADQ Abu Dhabi 2023
- JA Hatta Fort Hotel 2023



Zyra Asin



PRODUCTION ASSISTANT

CASTING MANAGER

With extensive experience in casting and production assistance, Zyra shines in her roles as Casting Manager and Production Assistant while also supporting us with Communications Coordination between stakeholders. Her background includes impactful roles at renowned Casting agencies, where she adeptly managed client interactions and project coordination for major Hollywood films in the GCC and promotional campaigns.

Zyra ensures seamless communication across all project stages, from initial client meetings to final deliverables. She orchestrates interactions between stakeholders and the creative team, meticulously managing timelines and deliverables to maintain project alignment and client satisfaction throughout the creative process.

Her professional journey includes contributions to high-profile projects such as 'Mission Impossible 7' and 'Kandahar'. Known for her ability to handle complex casting productions and maintain high client satisfaction rates, Zyra has become a pivotal figure in managing client relationships and casting projects.

Skills & Proficiency

HARD SKILLS

- CUSTOMER SERVICE ORIENTED
- PROFESSIONAL AND PERSONABLE
- GOOD COMPUTER LITERACY
- ORGANIZED
- COUNSELLING
- FRONT OF HOUSE MANAGEMENT
- CLIENT RELATIONSHIP MANAGEMENT

SOFT SKILLS

- EXCELLENT COMMUNICATION
- TEAM PLAYER
- ADAPTABLE
- SOCIAL AWARENESS
- COUNSELLING
- EMPATHETIC
- HIGHLY INTERPERSONAL

Employment History

ALM MEDIA LLC

CASTING MANAGER / PRODUCTION ASSISTANT

August 2022– PRESENT

Dubai, United Arab Emirates

Responsible for all aspects of production assistance and supporting the chief cinematographer on site with production assistance and casting. Leading all aspects of casting management to source cast present models and actors to produce producers, directors, and production teams. Supporting the founder and chief cinematographer on site at various client productions with responsibilities, such as stakeholder communications event management, logistics management, and various assistance in production.

THE FIRST GROUP

CASTING MANAGER

August 2022– July 2023

Dubai, United Arab Emirates

During her collaboration with TFG who owns vast hotel and restaurant properties, she played a key role in providing talent casting services for various marketing campaigns. Her expertise included sourcing and securing models for both hospitality and restaurant brand campaigns, ensuring each visual aligned with the client's luxury standards. Her contributions have been instrumental in elevating the client's brand presence and bringing their creative visions to life through expertly cast talent.

MIRANDA DAVIDSON STUDIOS

PRODUCTION ASSISTANT

October 2020 – February 2022

Dubai, United Arab Emirates

During her tenure at Miranda Davidson Studios, she played a pivotal role as a casting assistant, contributing to various successful projects. Her expertise extends to casting lead characters for a major telecommunications company's nationwide campaign, as well as securing featured roles for a significant feature film in Saudi Arabia and the United Arab Emirates.

Thank you.

Let's have a conversation

CALL TO ACTION 



Email

01

Ask questions, receive answers



WhatsApp

04

Send me a direct message