



# MAMADOU ABOZEID

## Media Production Lead | Creative Direction & Post-Production

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## SUMMARY

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Media Production Lead with 15 years experience across film, TV, commercials, and digital. Skilled at creative direction & execution, building teams, systems, and workflows while staying hands on in post-production. I've led government campaigns, cultural projects, brand films, and digital first & now focusing on building Ai supported social first storytelling content. I'm focused on turning ideas into content.. on time, & within budget.

## WORK EXPERIENCE

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**Producer – Caravan Media Networks, Dubai, UAE** **March 2025 - Present**

- Led full production of 2 flagship digital shows, managing teams, vendors, and budgets.
- Built workflows for consistent, high-quality output across multiple platforms.
- Aligned production with creative, editorial, and audience development teams.

**Senior Production Executive – Moniify, Dubai, UAE** **Sep 2024 - Feb 2025**

- Managed 2 digital show production from concept to final delivery.
- Oversaw vendor relations, budgets, and technical workflows.
- Coordinated closely with product and creative teams to ensure smooth execution.

**Multimedia Specialist – The Tribe Group, Dubai, UAE** **Oct 2022 - Sep 2024**

- Managed digital production across video, web, and mobile assets.
- Directed vendors and third-party providers, ensuring creative and technical standards.
- Produced and edited social-first content, including for the Afro-Arab Harmonic Orchestra in Dubai.

**Founder / Senior Editor – Grottesque Enterprises. International production unit** **2013 - Present**

- Delivered campaigns across government, telecom, banking, airlines, F&B, and cultural sectors.
- Oversaw post-production for award-winning Sudan Prime Minister's Office campaign (African Tourism Film Award 2023).
- Directed teams in multiple countries, producing films, commercials, and cultural projects.

**Visual Media Lead – Capital Radio 91.6FM – Sudan** **2018 - 2020**

- Established the station's first Visual Media Department.
- Produced music videos and digital content for local artists.
- Directed and hosted Capital Nights event series with the British Council Sudan.

## Video Content Creator – Early Career

2010 - 2018

Worked across commercials, documentaries, music videos, and cultural projects during early career. Built foundations in directing, shooting, editing, and coordinating international crews. Experience that shaped later leadership in large scale campaigns and digital first content. Worked in Turkey, Malaysia, Sudan, Kenya and others.

## EDUCATION

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<b>İstanbul Şehir Üniversitesi</b> Bachelor of Communication and Media Studies	2015
<b>Darden school of business</b> Project & Operation Management course	2024

## ADDITIONAL INFORMATION

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- Post-Production
- Creative Direction
- Social-First Content
- Budget & Vendor Management
- Production Leadership & Workflow Design
- Ai tools: VEO 3, Runway, Midjourney, HeyGen, 11 Labs
- Audience insights, performance tracking, content cycle management

## AWARDS

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**African Tourism Film Award (2023)** – Post Production, Sudan Prime Minister’s Office campaign

## LANGUAGES

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- English: Fluent
- Arabic: Native
- Turkish: Fluent