

# MARIAM ALAWADHI

CONTENT & FILM PRODUCTION | DIGITAL MARKETING | VISITOR EXPERIENCE

## EMAIL

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## INSTAGRAM

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## MOBILE

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A creative & detail-oriented content creator with 5+ years of experience in developing & delivering content using multimedia elements. Worked on big-scale events such as GITEX Global, Arab Health, Gulfood, IAC, Arabian Travel Market, Careers UAE, GOTECH, ITU, Space Ops, World of Coffee, Knowledge Summit, ADIPEC, MIITE, ADGP, and ADNOC Marathon.

## EDUCATION

2013 | Zayed University, Dubai.  
2017 | B. S. In Multimedia Design 3.8 GPA

## EXPERIENCE

MAR 2024 | Abu Dhabi National Oil Company ADNOC.  
PRESENT | Digital Channels, Content & Communities Dept.

### Digital Marketing Specialist.

- Strategize content for social platforms.
- Lead media coverage during events.
- Monitor content quality with stakeholders & vendors.
- Support ongoing campaigns with effective content.

JUN 2018 | Dubai World Trade Centre.  
MAR 2024 | DXB LIVE Events management company.

### Senior Multimedia Content Creator (Jun 2020 - Mar 2024)

- Build conceptual content proposal for clients.
- Script wrting and story boarding.
- Produce Interactive & cinematic stage content.
- Produce Motion graphic & 2D animation videos.
- Overseas content production with 3rd party suppliers.

### Additional responsibilities:

- Oversee visitors' experiential activations at TDRA stand in GITEX shows from A to Z development.
- Strategize & research new technologies.
- Content & UX management of all activations.

### Video Editor & Creator (Jun 2018 - May 2020)

- Produce events' clean edit & highlight videos.
- Assist in photo shoots.
- Assist in media coverage during events.
- Plan video shooting and execute on set.
- Direct video shootings with crew members.

JAN 2023 | ImageNation Abu Dhabi, Arab Film Studio.  
FEB 2024 | Narrative program 2023

### Producer, Writer & Director Film "Umm Salama The Matchmaker"

- Create working budget & develop plan.
- Direct all elements of pre-production, production & post-production to produce a 10-minute narrative film.

AUG 2021 | ImageNation Abu Dhabi, Arab Film Studio.  
DEC 2022 | Scriptwriting program 2021

### Film Writer "Grandma's Teeth" - Winner

- Attend workshops on scriptwriting & pitching.
- Develop a story & Write a 15min short film script, mentored by the coaches.

JUN 2017 | ImageNation Abu Dhabi, AFS.  
JUN 2018 | Documentary program 2017

### Producer & Director Film "Mum" - Winner

- Create working budget & develop plan.
- Direct all elements of pre-production, production & post-production to produce a 10-minute documentary film.

## SOFTWARE SKILLS

- Adobe After Effects
- Adobe Premier Pro
- Adobe Photoshop
- Adobe Lightroom
- Adobe XD
- Final Cut Pro

## ACHIEVEMENTS

- Won Best Film Script for film "Grandma's Teeth" in the Arab Film Studio Program Competition for year 2022.
- Won 2nd place Award for film "Mum" in the Ras Al Khaimah Fine Arts Festival for year 2020.
- Won Best International Documentary Film Award for film "Mum" at the Georgia Documentary Film Festival for year 2019.
- Judges Appreciation Certificate for film "Mum" at the Al Ain Film Festival 2019.
- Won 4th place in the Happiness Film Award Competition by the National Program for Happiness & Wellbeing for year 2018.
- Won Best Documentary Film Award for film "Mum" in the Arab Film Studio Program Competition for year 2017.
- Won 2nd place & Best Production Value Awards in BEA 48-hour film competition for year 2017 among international Universities.