



# Joseph Alexander

## Content Creator

### Creative Director / Story teller

#### Contact Information

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#### Personal Information

Birth Date: 12 December 1979  
Gender: Male  
Nationality: Indian  
Visa Status: Own Residency Visa  
Marital Status: Married  
Driving License: United Arab Emirates

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#### Core Expertise

- 2 years of media production management.
- 17 years of Sales experience.
- 12 years of content creation.
- Client Cultivation / Management.
- Quality & Process Development
- Team Training & Mentoring.

#### Career Objective

As a content creator, my goal is to tell stories. Nothing excites me more than being able to be creative. Everyone has a story to tell, and I want to utilize every opportunity I have at my disposal to tell that story.

#### Strengths

- Qualified & Experienced Professional
  - Developing beneficial Client Rapport
  - Team Player & Leader
  - Result Driven
  - Ability to work under pressure
  - Flexibility
  - Self-Motivated
  - Specializing in Freight forwarding, Sales, and Content creation
  - Personality Assessment: Includer, Adaptability, Positivity, Woo, Restorative (Based on Strengths Finder 2.0)
  - Leadership Assessment: High D.I. (Based on DISC assessment test)
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## **Career Summary:**

### **RSN8 Productions, Dubai, UAE (Jul 2018 – Upto Present)**

- Creative Director  
Content Creator and Creative director producing High-quality content through Visual media.  
After 20 years of working in Freight and logistics in 2018, I decided to focus on and follow my passion for creative arts. I started RSN8 with like-minded creatives to create quality content for businesses and individuals. Our projects included working with Big names such as IKEA, Beverly Hills Polo Club, Film Fare Middle East, and Dubai Government authorities to name a few.

### **DHL Global Forwarding (Danzas AEI), Dubai, UAE (Jul 2012 – Jul 2018)**

- Regional Key Account Manager (Halliburton & Schlumberger) August 2015 – July 2018  
Freight forwarding and sales specialist for Oil and Gas Sector.  
In 2012 I had to opportunity to work with one of the leading freight forwarding companies to nurture one of their biggest clients. Danzas saw me taking on various roles and eventually being absorbed by DHL to handle clients on a regional level. One Major Milestone was moving rigs into Saudi Arabia by land freight during Ramadan. In which I provided the solution and also coordinated the move on a day to day basis for a rig down operation with the support of Danzas's local network.

### **UPS Supply Chain Solution, Dubai, UAE (Aug 2010 – Jun 2012)**

- Area Sales Executive (Oil & Gas Vertical & Jebel Ali Market)  
Freight forwarding and sales specialist for Oil and Gas Sector.  
The role offered in UPS was to develop the projects and Oil & Gas sector, but due to internal risk management policies we couldn't handle major projects. I dealt with the Oil & Gas sector focusing on providing assistance for Air and sea movements with majority of work being done for cargo required at rig down sites.

### **Hellmann Worldwide Logistics, Dubai, UAE (Mar 2008 - Aug 2010)**

- Strategic Sales, Business Development Manager  
Freight forwarding and sales specialist for strategic verticals (Health, Oil & Gas, Automotive, etc.).  
Hellmann provided me a base to support my clients Projects with their global network. I was able to develop their O&G, Projects, Automotive, Healthcare and Perishables business. One of my major milestones was moving Glass frames by airfreight from China to Dubai while making a profit of AED 500,000 in a single shipment. Other milestones included Chartered air freight movements of Relief and Aid shipments, Developing Cost effective solutions to air freight vehicles and increasing perishable (Fresh food) freight opportunities.

### **Transvalair Middle East, Dubai, UAE (Mar 2007 – Feb 2008)**

- Business Development Manager  
Freight forwarding and sales specialist, focusing on increasing sales and revenue for Air and ocean freight.  
In 2007 Transvalair a client from my Hertz offered me a position to enter back into the freight industry on a one year agreement to enhance their trade lane products. My Milestone included starting of new trade lane (US, Europe and Projects) and increasing annual revenue by over 20%.

### **Hertz Rent A Car, Dubai, UAE (Feb 2005 – Mar 2007)**

- Sales Executive  
Corporate sales specialist, focusing on marketing & sales of corporate leasing in UAE  
Although very different from Freight forwarding, I took up the role to change my industry to better my sales skills. It was a challenge but I learnt a lot in managing client expectations and customer service here.

### **Gulf Agency Company, DUBAI, UAE (Sep 1998 – Feb 2005)**

- Sales Executive (LOGISTICS)  
Freight forwarding and Logistic specialist.  
GAC Dubai started off my career in freight forwarding and logistics. I spent 4 years learning the basics of Air and Oceans Operations and which I was promoted to handle Sales for these verticals. My experience in Operations played a vital role in understanding my client's requirements and providing them with expertise.
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## **Current Roles and Responsibilities:**

### **Joseph Alexander, United Arab Emirates**

*A Dubai Freelancer that works globally with the goal to tell as many stories as possible. I work with Businesses, Entrepreneurs, and Individuals to create high-quality content to increase brand awareness and Sales for our clients.*

### **Creative Director**

#### **July 2018 – Upto Present**

- **Producer** –  
Hire and manage key team members, including writers, directors, managers, talent, heads of department, key crew, staff, and other personnel.  
Oversee the project to ensure it stays within budget.  
Building a schedule using production management software to set the production schedule.  
Oversee post-production from editing, through music composition and picture lock.
- **Director** –  
Attend casting sessions and select actors.  
Interpret scripts and understand the story and narrative style.  
Oversee rehearsals to ensure actors understand your artistic vision.  
Identify set locations for different scenes in the film.  
Work within budgetary constraints when needed.  
Adhere to a production schedule to ensure the film is completed on time.  
Coordinate with a camera crew, art directors, costume designers, and musical composers to ensure consistent creative execution.
- **DOP** –  
Analyzing the screenplay, characters, and story structure and deciding on a visual approach with the director.  
Conducting research regarding available locations, props, sun position, and weather conditions at the prospective film sites.  
Selecting and sourcing required equipment, tools, and crew members.  
Visiting locations and taking a series of test shots before deciding on the angles, filters, film stock, framing, equipment, lighting, and techniques that will be used to create the desired atmosphere of the film.

Training crew to safely use new and modified equipment.  
Attending cast rehearsals and providing advice where appropriate.  
Working with the post-production team to ensure the desired effects are preserved and that the mood of the film is maintained.  
Creating a scene, with Lights and Set design.  
Working with cameras and crew to capture the best possible shot.

- **Skill Sets.**
  - Photography (DSLR & Mirrorless) - 15 Years' experience in events, weddings, portraits, and fashion Photography.
  - Film Making (DSLR, Mirrorless & Cinema Camera) - 10 years in creating video content in Film Production, Documentaries, Music videos, Corporate film, Weddings, Fitness, and Events.
  - Editing (Lightroom, Photoshop, Premiere pro, After effects, Resolve, Final cut pro).
- **Portfolio - [www.rsn-8.com/joealexander](http://www.rsn-8.com/joealexander)**

**REFERENCES:** Will be provided on request