

# MARAH RAYAN

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## Portfolio

[www.marahrayan.com](http://www.marahrayan.com)

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## Summary

With over 5 years of experience in video production, animation, stills, and DOOH content creation across diverse settings, including agencies, start-ups, and TV, I specialize in creative ideation, directing, and delivering high-quality content. My expertise encompasses camera work, on-set direction, as well as both production and post-production processes. I am skilled in leveraging current video technologies and trends. I lead and develop creative teams, optimizing content for various platforms. Fluent in English, Arabic, and Spanish, I bring a comprehensive understanding of media law and a global perspective to my work.

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## Experience

**Senior Digital Content Producer** | Stickies/BYO Labs - London, United Kingdom | 11/2022 - 10/2023

- **Led DOOH & OOH advertising campaigns** across different locations and mediums including buses, phone booths, billboards, magazines, and most importantly New York Times Square, delivering high-impact content that aligned with brand strategies.
- **Spearheaded creative campaigns** with agencies in the US and UK, delivering high-quality content for Instagram, TikTok, Snap, Meta, and Twitter, ensuring alignment with content strategies.
- **Managed talent scouting, AV script writing, and the production process**, overseeing project management aspects including timelines, budgets, and resources.
- **Utilized AI tools** for innovative video production, enhancing content creation and maintaining high creative standards.
- **Owned and optimized the content management system (CMS)**, building efficient pipelines and processes for onboarding, updating, and maintaining the CMS and website.
- **Established and improved QA processes** for error detection and prevention, ensuring high standards of content quality and accuracy.
- **Hands-on experience with Photoshop & Spine** for effective content creation and visual storytelling.

**Senior Producer** | Lightning Sharks - London, United Kingdom | 04/2021 - 10/2022

- **Creative Leadership & Production:** Directed end-to-end content production, including budgeting, scripting, storyboarding, scouting locations, hiring crews, creating shot lists, procurement of resources, and planning production workflows. Oversaw on-set execution and post-production.
- **Content Development:** Created and pitched innovative audiovisual content, integrating animation, VFX, and AI-driven tools to achieve compelling storytelling and exceed production objectives.
- **Team Management:** Managed an international cross-functional creative team of producers, editors, animators, DOPs, VFX and sound mixers ensuring timely delivery of complex projects.
- **Client Collaboration:** Acted as the primary liaison with clients and stakeholders, securing approvals, aligning content with brand goals, and ensuring legal compliance.
- **Performance & Quality Control:** Implemented strategic content plans, calendars and optimized campaigns across YouTube, Instagram, TikTok, and Twitter, driving engagement growth.
- **DOOH, OOH, and Events Production:** Produced impactful out-of-home campaigns and high-scale events, achieving seamless execution and demonstrable ROI for clients.

**Broadcast Journalist & Producer** | Freelance - Barcelona - London | 09/2017 - Current

- Worked with internationally recognized news agencies such as RT, TRT World, Al Jazeera, CNBC, and Al Araby.
- Reported on breaking stories worldwide such as the 2017 Barcelona attack, Catalonia's independence, and

various football and celebrity events

- Wrote engaging entertainment stories, produced multimedia PKGs, and elicited reactions on social media for Al Araby broadcast.
- Filmed and conducted interviews with various high-profile individuals including experts, celebrities, politicians, and footballers.
- Possesses extensive knowledge of journalistic storytelling, media ethics, and laws and guidelines

**Filmmaker** | Kiln Theatre - London | 05/2024 - 07/2024

- Filmed 2 short film projects for Minding the Gap program at Kiln Theatre
- Utilized Blackmagic 6K Pro for filming and Adobe Premiere Pro for editing on dual film projects.
- Used AI to enhance imagery & visuals taking into consideration the software's limitations
- Used Elevenlabs to generate AI voice over
- Wrote scripts, storyboards, and shot lists

**Producer** | Bioo - London | 04/2020 - 06/2020

- Spearheaded the social media campaign #CuandoTodoPase #TeCuentoMiHistoria for Bioo during the Covid-19 pandemic.
- Conceptualized and executed a campaign that highlighted personal stories of people under quarantine, including doctors, teachers, and students, promoting sustainability and Bioo's energy-generating product.
- Resourced real stories to create authentic and compelling content that resonated with the audience.
- Filmed, edited, and wrote AV scripts for the campaign, showcasing the process and impact of Bioo's sustainable gardens in different cities worldwide.
- Successfully increased growth and engagement on Bioo's Instagram through the campaign

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## Education

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Birkbeck College, University of London | London | Jun 2021

**Master's Degree:** Digital Media Design

University of Salamanca | Salamanca | 06/2017

**Bachelor's degree:** Audiovisual Media