

MARAH RAYAN

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Summary

With 5+ years as a producer in agencies, start-ups, and TV, I bring extensive experience in video content creation, storytelling, and campaign production. I have a strong grasp of media law and proficiency in Adobe Premiere and Photoshop. Additionally, I am well-versed in native social platform publishing and user-generated content. Fluent in English, Arabic, and Spanish.

Experience

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

- **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

- **Content Creation & Strategy:** Pitched, scripted, and edited audiovisual content, aligning with creative strategies and editorial standards while driving innovative approaches to content development.
- **Project Management:** Led a global team of producers, editors, and operators, overseeing the full production lifecycle, managing timelines, budgets, and resources to ensure efficient and timely delivery of high-quality content.
- **Client & Stakeholder Liaison:** Served as the primary client contact, responsible for pitching concepts, providing regular progress updates, and ensuring all content adhered to legal and copyright requirements. Managed client channels on various platforms and communicated effectively with stakeholders.
- **Content Optimization & Performance Tracking:** Managed client channels on YouTube, Instagram, Twitter, and TikTok, implementing content calendars, writing engaging social copy, and optimizing content for different platforms to maximize performance.
- **Team Leadership & Quality Control:** Led and supported a global team, from development through post-production, including video editing, VFX, and sound design. Ensured all content maintained high standards of quality and aligned with client goals.
- **Innovation & Creativity:** Produced diverse content for branded campaigns, events, and advertising, incorporating creative techniques and new technologies to enhance storytelling and meet editorial and legal standards.

Broadcast Journalist | 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

Training

Radical Film School: Participated in a filmmaking course under the renowned Director Saeed Taji Al Farouky, Film theory, Fiction & non-fiction narrative structure, Funding, Project development, Technical training (filming & editing)

Education

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