



Shahbaz Ali Shaikh

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MULTIMEDIA PRODUCTION & COMMUNICATIONS SPECIALIST

Educational Content | Creative Operations | Digital Media

Multimedia production and communications professional with 14+ years of experience across corporate, construction, agency, and branded-content environments. Skilled in planning and producing video, photography, interviews, training content, and digital communication materials. Experienced in cross-functional coordination, content governance, production scheduling, brand consistency, and quality-controlled delivery. Currently supporting the Sobha Knowledge Hub through institutional learning content, visual SOPs, technical training media, stakeholder alignment, and structured multimedia workflows.

Skills

Multimedia Content Coordination Advanced	Creative production for events Advanced	Marketing and Communication Support Advanced	Stakeholder coordination Advanced
Stakeholder Coordination Full	Brand Consistency and Quality Control Advanced	Operational leadership Advanced	Digital Asset Management Advanced
Cross-Functional Collaboration Professional	Multiple-Project Management Professional	Documentation and Process Improvement Professional	

Work experience

03/2025 – present
Dubai,
United Arab Emirates

Assistant Manager – Visual Documentation & Media Operations Sobha Constructions

- Built the media production and content-operations function for **Sobha Knowledge Hub**, including workflow pipelines, production processes, department documentation, SLA frameworks, and QC standards.
- Planned and produced **visual SOPs, technical training videos, interviews, photography, corporate films**, and internal communication content for institutional learning.
- Managed **training-room documentation events**, including scheduling, room readiness, trainer coordination, and SME alignment.
- Coordinated **multimedia training sessions** and on-site documentation, ensuring HSSE compliance, equipment readiness, and stakeholder briefing.
- Developed and implemented **production checklists** and standardized workflows to ensure consistency, readiness, and compliance.
- Managed the **end-to-end content lifecycle**: planning, filming, interviews, voice recordings, editing, graphics, review cycles, approvals, and final delivery.
- Produced an **eight-minute cinematic corporate film** showcasing modular operations and engineering capabilities.
- Delivered multimedia assets for **internal showcases, stakeholder walkthroughs, and leadership presentations**, functioning as experiential visual activations.
- Established and governed **digital asset libraries**, including metadata, categorization, version control, review status, and publishing readiness.
- Coordinated **multiple concurrent projects** across live operational environments while maintaining schedules, accuracy, and stakeholder visibility.
- Ensured all content met **technical accuracy, confidentiality, safety**, and brand standards.
- Supported institutional learning through multimedia content used for **training**,

onboarding, and operational knowledge transfer.

12/2022 – 03/2025

Dubai,

United Arab Emirates

Media Lead / Creative Operations (In-House & Agency)

Love Luxury & Other Media Environments

- Led in-house post-production and content-delivery workflows for branded, digital, social-media, and YouTube content.
- Coordinated editing schedules, review cycles, revisions, versioning, and final delivery across multiple projects.
- Collaborated with directors, producers, and internal stakeholders to maintain creative and delivery standards.
- Worked with a British film director on broadcast-quality long-form YouTube content.
- Managed video editing, motion graphics, audio refinement, content formatting, and multi-platform outputs.
- Improved review workflows, reducing rework and last-minute delivery pressure.
- Implemented structured file organization, asset management, and delivery coordination processes.
- Provided visibility on timelines, workload, priorities, and execution status.

02/2018 – 08/2022

Mumbai, India

Senior Media Professional / Post-Production Supervisor

McCann Erickson | India

- Led post-production workflows for L'Oréal, Maybelline, Garnier and other international brands.
- Coordinated with creative directors, producers, account teams and brand stakeholders across APAC markets.
- Managed high-volume campaign adaptations, content versioning, review cycles and broadcast-level deliveries.
- Ensured consistency in brand identity, messaging, visual standards, technical specifications and quality.
- Oversaw timelines, feedback, revisions and delivery requirements for high-visibility campaigns.
- Adapted content for different markets, languages, formats, platforms and audience requirements.
- Trained and mentored junior editors and production team members.
- Acted as an escalation point for issues involving quality, timelines, revisions and final delivery.

01/2010 – 07/2017

Mumbai, India

Post-Production & Editing Roles (Foundation Years)

Fine Cut Studio | Image Devices | Ping Digital Network

- Built a strong foundation in video editing, post-production, content formatting and quality control.
- Delivered long-form, short-form, branded, documentary, digital and social content.
- Managed feedback cycles, multi-version edits, graphics, audio and final exports.
- Worked under tight schedules while maintaining technical and creative quality standards.
- Supported content organization, project coordination and timely delivery across agency and studio environments.

SELECTED MULTIMEDIA PROJECTS

- **Sobha Knowledge Hub Learning Content** — Visual SOPs, technical training videos, operational learning modules.
- **Sobha Modular Corporate Film** — Eight-minute cinematic film showcasing modular construction workflows.
- **Global Brand Adaptations** — Post-production and versioning for L'Oréal, Maybelline, Garnier across APAC markets.
- **Broadcast-Quality Digital Content** — Long-form YouTube content produced with a British film director.

Education

06/2006 – 06/2010
Mumbai, India

History | Bachelor of Arts
University of Mumbai
Bachelor of Arts (History)

09/2010 – 04/2011
Mumbai, India

Diploma in Film and Television Editing | Diploma
Digital Academy - The Film School

02/2026 – 02/2028
India

Master of Business Administration(Online) | Amity University
Production and Operations Management

AI & AUTOMATION INITIATIVES

- **AI-assisted workflows** using n8n for prompt coordination, asset organization, and content-management support.
- **AI-generated corporate narrator** aligned with Sobha brand standards, replacing live actor shoots and reducing production time through prompt-driven VO, styling, and execution.
- **Reusable prompt frameworks** developed for visual storytelling, ideation, and scalable multimedia production.
- **AI tools for pre-visualization**, animation support, concept development, and production efficiency.
- **AI-driven narrator integration** that reduced shooting time, actor coordination, and scheduling dependencies across multimedia workflows.

Volunteering

01/2020 – 01/2021
Mumbai, India

Volunteer
Al Heera Trust

- Supported fundraising and social-awareness initiatives through content planning and post-production coordination.
- Worked with cross-functional teams to maintain content accuracy and alignment with campaign objectives.
- Organized digital assets and supported content schedules to help ensure timely campaign delivery.