Muhammad

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**Personal Profile:**

A Creative and adaptable team player with a professional outlook on commissioned projects including photography, cinematography, styling and assisting.

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| --- | --- |
| Skill/Software | Proficiency Level |
| Adobe Photoshop | Expert |
| Photographic Studio Lighting | Advanced |
| Adobe Premiere | Advanced |
| Microsoft Office | Advanced |
| Assisting, Managing & Customer Care | Advanced |
| Film Processing | Intermediate |
| Adobe Illustrator | Intermediate |

**Education:**

* University of Arid Agriculture, Rawalpindi.

B.B.A. (Hons.) Marketing.

September 2009 – July 2013.

* Nikon Photography Workshop.

Commercial Photography Workshop.

August 2016.

* 3 months Internal Company’s Training regarding:
  + Photography.
  + Editing.
  + Cinematography.
* Adobe Illustrator’s Advance level Course.

New Horizons Learning School – KHDA approved.

April 2017.

**Work Experience & Current Projects:**

* **Pakistan Idol**

**Brand ambassador:**

September 2013 – November 2013

As a brand ambassador of a popular TV show. I dealt with the daily tasks of managing team(s) of volunteers and supervising them, assigning duties to volunteers, help the volunteers in tough situations, general and daily management roles, collect feedback from audience and participants, report the supervisors on daily bases.

* **Freelancer**

**Photographer & Videographer:**

March 2014 till present

Doing this as a part time. Lead the team(s), cover and manage studio and location shoots. All editing and post-processing techniques applied post-shoot, organizing and archiving imagery. Also, I enhanced my editing skills by practicing different techniques in Adobe Photoshop and Premiere.

* **Usman Sarwar Films (Pvt) Ltd**

**Production Manager, Photographer & Videographer:**

February 2014 – March 2017

Managing all the operations of the company, dealing with clients and also working on their current projects (as a photographer/videographer) with multiple other companies. Also, I have to design and post different brochures, social media offers, promotional posters, etc. I covered around 200+ events (weddings, birthdays and ceremonies, etc) with this company and some they are following:

* + **HTC**’s L­aunch in Pakistan.
  + Hum Style **Awards** 2016.
  + PFDC sunsilk **fashion week** 2016.
  + **P&G** Annual Conference.
  + Documentary for **Paragon Constructors (Pvt) ltd**, **SOL** and **CDA**.
  + **Bank Alfalah**’s Chevron Award 2015.
  + Conferences of **Abbott**’s National Nutrition, **Ciproxin**’s conference on typhoid and **TVET conference** 2016.
  + **ZONG**’s new logo launch, 4G’s Launch and music mela 2016.
  + Concerts of **Rahat Fateh Ali Khan**, **Josh the band,** and **Quratulain Baloch**.
* **Chinese Projects:**
  + Ground breaking ceremonies of **Gulpur Hydro power** project, **Mirapower’s** power plant in Kotli, **Karot Hydropower** project 2016 and **Sukkur-Multan motorway**.
* **Pakistan Government Project:**
  + Inauguration of **Signal-Free Highway** Islamabad.
  + **Metro Bus** launch.
* **United State’s related Projects:**
  + **USAID**’s annual Conference 2015.
* **Dubai Projects:**
  + ­­Destination wedding at **Jumeirah Creek-side Hotel.**
  + **Product Photography** for Creative Roots.
  + Pre-wedding Shoot at **Dubai Miracle Garden.**
  + **Korean-Moroccan** Wedding Coverage.