



Reim Younis

Head of production

Dubai - United Arab Emirates

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Languages

English (Work Proficiency)

Arabic (Native)

About

With over 19 years of experience in filming, video editing, voice-over, and production management, I am a creative senior producer working at the most massive and prestigious mega-events, such as COP28 and Expo2020 Dubai. I am passionate about deconstructing briefs, exploring concepts, and delivering high-quality content that meets the expectations and objectives of each project. I have a BA in Mass Communication/Media Studies from the University of Sharjah and am fluent in Arabic and intermediate in English.

As a creative production manager, I collaborate with various workstreams, including experience strategy and design, to ensure the alignment and coherence of the creative direction. I also manage the production crew, budget, and schedule, and handle any changes or challenges that arise during the production process. Previously, I worked as a production manager and producer at Expo 2020 Dubai, where I supervised the production team, handled filming requests, produced social media content, and supported outsourced production companies. I have demonstrated my skills in new media, creative direction, and video editing in various projects, such as music videos, documentaries, and news segments. Above all, I am a dedicated team player, proactive problem-solver, and motivated leader who is driven by a relentless pursuit of excellence and customer satisfaction in every project.

To view my Digital CV: <https://bold.pro/my/reim-younis>

To view my Digital Portfolio: <https://reimyounis.my.canva.site>

BRANDS WORKED WITH

Dubai Media Incorporated

Expo2020

MAF

COP28

businext media

Experience

● Video Editor

Dubai Media Incorporated | Jan 2005 - Jan 2009

Delivered edits with multiple camera angle choices, titles, graphics, audio & special effects

Demonstrated ability to understand the director's artistic vision & maintain alignment with vision throughout the editing process Organized assets by collecting data from camera media, transcoding video & audio files & managing file backup to digital asset management system

Evaluated & selected scenes for pacing, entertainment value & continuity, trimmed shots & edited content

Edited segments & episodes using Pinnacle & Avid media composer, FCP & Premier.

Dubai Media Incorporated (Dubai TV, Sama TV, Sport & Dubai One)

Delivered edits with multiple camera angle choices, titles, graphics, audio and special effects.

Edited content in real-time at events to deliver

● Film Production Manager/Producer

Expo2020 | Feb 2021 - Apr 2022

Managed and supervised production team with all projects (cinematographer, videographer, editor, and animator)

- Handled filming requests from pre-production to post-production
- Prepared the filming and the tech-recce schedule and coordinated with logistics
- Planned and allocated entire filming process
- Produced social media content
- Supported outsourced production companies during filming process

● Manager television news crew

Expo2020 | Jul 2019 - Feb 2021

Directed cinematographer & crew on filming on Expo site

- Produced filming segments from pre-production to post-production & final cut

- Managed, supervised & tracked crew time, schedules & submissions
- Tracked trends in creative arts & identified optimal performers & events to schedule
- Completed daily operations & duties to deliver on targets with accuracy & efficiency
- Managed teams by overseeing hiring, training & professional growth of employees
- Developed appropriate resources to meet needs of diverse audiences
- Conducted updated reports to submit to management

● - Senior Video Editor/Segment Director

Dubai Media Incorporated | Jan 2014 - Jun 2019

Edited segments, episodes & pilots with avid media composer, FCP & adobe premiere

- Structured pilots' program
- Created GFX timeline for pilots
- Trained junior editors & managed new joiners
- Programs worked on (Al Rawi, Anti Ajmal, Al Onwan, Najm Al Khaleej & many more during my 14 years)

● Junior Video Editor

Dubai Media Incorporated | Jan 2005 - Jan 2009

Digitized & organized raw footage into polished pieces suitable for public audiences

- Trained on software programs (Avid, Final Cut Pro & Premier)
- Developed titles & motion graphics using Adobe Photoshop
- Submitted finished products in time
- Assisted with filming & creating audio recordings OPERATIONAL RESPONSIBILITIES
- Delivering exceptional creative & promotional assets to promote Expo 2020
- Managing the production team & ensuring the highest possible production value for each Project
- Managing external filming permits, usage agreements & license terms with 3rd party suppliers
- Preparing RFQ's, RFP's & RFT's for all external bids
- Ensuring each external facing bid gets assigned the best possible vendor in terms of both value for money & creative treatment
- Corresponding directly with External Production Houses for all 3rd party production requests & deliverables
- Liaising with Project managers for scheduled deliverables of all executional assets created by the production team
- Overseeing the Expo Creative Studio digital archiving process & storage
- Keeping track of all Expo Creative Studio production equipment
- Creating Production schedules & managing timesheets for the production team
- Delivering exceptional creative & promotional assets to promote Expo 2020

● Creative production manager and producer

MAF | Nov 2022 - May 2023

Working with the miro board

Worked with the line manager and the content manager on the city centre mirdiff art direction - shooting products and category to fit in the website

Prepared the filming and the tech-recce schedule and coordinated with logistic Creating proposals on the Keynote

Creating the production equipment list

understand Harvest

● Senior producer

Ti22 Films | Sep 2023 - Dec 2024

Created award-winning multimedia segments that were recognized at the New York Film and TV Festival. These segments were Conares, DCAA and COP28.

Developed innovative ideas to capture the audience's attention and brainstormed compelling topics.

Collaborated closely with writers, crews, and post-production teams to formulate and execute high-quality and captivating segment concepts.

Conducted thorough pre-production research to craft engaging story-



lines tailored to the target audience.

Managed post-production editing to refine content in line with project goals and brand image.

Implemented effective project management and communication to ensure on-time segment delivery across platforms.

Reviewed and edited content to maintain proper grammar, tone, voice, and company style standards.

Promptly resolved day-to-day issues to facilitate a smooth production workflow.

Recruited talented staff and crews to uphold

● Senior producer

COP28 | Oct 2023 - Dec 2023

- I produced and directed various multimedia segments for COP28, including interviews and feature stories across different genres.
- I collaborated with creative teams, writers, camera crews, and post-production staff to develop and execute segment concepts, ensuring high-quality storytelling.
- I conducted pre-production research and developed engaging storylines to captivate target audiences.
- I oversaw post-production editing and refined content to align with project goals and maintain a consistent brand image.
- I implemented effective project management and communication practices to ensure timely delivery of segments across broadcast, online, and social media platforms.

● Senior production executive

businext media | Apr 2024 - Now

- Engaged with stakeholders to build relationships and increase brand awareness
- Delivered high-quality results within budget and timeframe targets
- Generated Key Performance Indicator reports to drive better performance
- Supported the team by demonstrating respect and willingness to help
- Oversaw supply chain management for timely procurement and inventory control
- Communicated potential impacts on the production schedule to aid in time management
- Reported to the vice president of production on conformance with the contract schedule
- Minimized inefficiencies and waste in production processes, cutting costs and increasing productivity
- Developed and implemented production policies, procedures, and best practices to streamline workflows
- Established and enforced safety protocols, risk management, and compliance standards
- Monitored operations, performance metrics, KPIs, implementing improvements for excellence
- Managed costs, and billing, and resolved financial discrepancies effectively
- Reduced production costs over time through budget management and supplier negotiations
- Acquired top talent to fill critical production roles
- Managed budgets and expenditures to maintain profitability