

**+ CONTACT**

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**+ INTRODUCTION**

I am an award-winning producer/director with creative and technical experience throughout production, from development to delivery. I have made over 100 hours of broadcast TV, commercials, online and OOH content for international markets in multiple languages with clients such as **Channel 4, Liberty Bell, Diageo, Campari, Unilever, Sony, Philips, M&S, ASDA** and **MTV**, offering experience developing new and existing shows, creating and managing budgets, coaxing strong performances out of talent, finding a story as it develops, communicating effectively with crew, creating dynamic visual storytelling, and employing innovative techniques and technology.

UK and Canadian citizenship — English, French and Spanish languages.

**+ EMPLOYMENT HISTORY**

**Hangar Seven — Executive Producer — January 2017 to Present**

As video lead of this £15m business, I developed production strategy, planning and budgeting for campaigns (to £1m), from initial brief to final delivery. Productions often required coordination with our stills department and external creative agencies. Delivery varied from platform-tailored online video content, app content, 360° video, cinemagraphs, GIFs, OOH and global brand asset creation. Additional duties include process development and training of staff on video, mentorship, directing, managing a team of 10, and kit purchases.

**Clients include Diageo, Kingfisher, Boots, Campari, Unilever, Myprotein, Tesco and ASDA.**

**Bear Jam Productions — Senior Creative — January to July 2016.**

I developed, pitched creative, wrote, directed and managed post-production for online and social-media content for various clients, often working with high profile talent.

**Clients include Nike, NatWest, Knight Frank, Ryvita, Paddy Power and Aviva.**

**Hangar Seven — Head of Creative — January to June 2015.**

As the lead on creative ideation and strategy for broadcast and online video campaigns for national brands, I devised multiple possible video ideas at multiple price points and presented a justified cohesive strategy to address the objective. I developed these top-line ideas into scripted and storyboarded treatments, worked closely with the producer for casting and locations, directed and oversaw creative delivery of a variety of content.

**Clients include M&S, Asda, Breville, Warburton's, Diageo, F&F and Unilever.**

**Marjan Television Network — Supervising Producer/Director — October 2013 to October 2014.**

Overseeing 30 producers, 14 weekly series, multiple one-offs and a gallery crew of 10, I played a key leadership role at this foreign-language, market leading broadcaster/production company with an estimated audience reach of 23 million viewers. I led a restructuring of the production department; developed and implemented long-term production and broadcast strategies; was responsible for troubleshooting, developing and redeveloping productions; training and mentoring producers; interviewing new production staff; developing budgets with the Production Manager; and, directing and producing key promotional on-air content and television series.

**MTV — Producer/Writer — July 2010 to October 2012.**

Working closely with our internal Brand Partnership and Design teams, I wrote, directed and produced ProMAX/BDA winning brand partnership campaigns for national broadcast on MTV and its sister stations. From a marketing brief, I created concepts, pitched them, developed the script and produced independently — managing the budget, sourcing and negotiating crew and talent, facilities and locations, directing, editing, sound designing and compositing the spots. Additionally, I regularly produced weekly on-air promos (and radio spots) for ongoing series and series premieres.

**Clients include MTV, CTV, Philips, Sony, Blackberry, Kids Help Phone, Bioré, Mattel.**

**The Production League — Creative Producer/Director — June 2006 to June 2009.**

I developed multiple national Fact Ent, reality and comedy TV series with Executive Producer Brian Ainsworth, from taster to delivery. We created the show format together, then I would direct all episodes and edit pilots to serve as templates for the team. Shows include:

+*Distinguished Artists* (57x60 minutes, host-driven long format interview with celebrity guests)

+*King Kaboom* (26x30 minutes, variety show with music, animation, drama, comedy, sideshow acts, poetry, &c)

+*School of Chef* (26x30 minutes, host-driven cooking show with celebrity guest chefs)

+*The Bird Watcher* (3x30 minutes, host-driven nature/reality series shot in the Canadian Arctic)

+*More Than Hope* (30 minutes, stand alone documentary shot in Tanzania about Microfinance initiatives)

**Freelance — June 2002 to current.**



## + BRANDS

Nike. Diageo . Unilever . M&S. Philips . Virgin Mobile . Blackberry. Knight Frank. Mattel . Bioré . TC Transcontinental . F&F . Breville . Sony . ASDA . MTV.

## + SELECTED CREDITS — COMMERCIALS

### Breville/Warburtons "To The Top"

Director

Breville/Warburton's.

A campaign built around the idea of "toasting to the top" to promote a new Breville Toaster that fits Warburton's bread perfectly. Featured on-location shooting and a studio set build of an elevator stopped between floors. 3x30 seconds.

### 'Norouz Special' campaign

Producer, Director, Writer

Marjan Television.

This campaign was to promote the channel's Iranian New Year special with an estimated audience of over 15 million. Featuring two simultaneous sets with 30 of the channel's on-air talent, our primary shoot featured a large party scene with slow-motion camera work and explosive confetti. I developed the concept with the channel's Creative Director, developed the set and storyboards, and managed the nearby second studio with a second unit. 20x30 seconds.

### 'Come Dine With Me' campaign

Producer, Director, Writer

Marjan Television.

The Farsi version of this famous series travelled to Canada for its 8th season. I came up with a series that depicts competitive food games celebrating the culinary and cultural symbols of Canada. Studio build. 4x30 seconds.

### Music Is Made From People!

Producer, Director, Writer

Sony Xperia.

Sony partnered with MTV to create a series of online videos of musicians making music in unusual ways. I created this on-air promo to drive viewers to the website. Household objects are used to make sound, but the introduction of the new Xperia smartphone elevates the experience to a new level of creativity and colour. I shot this as well. 30 seconds.

### Black History Month 2012

Producer, Director, Writer

Much Music/MTV.

Rather than the usual clichéd approach of parading jazz greats and MLK, I employed comedy as a call-to-action to go learn more as talent betrayed butchered recollections of figures in Black History in lines like, "The Black Panthers won the superbowl in, like, 75, 76 and 77." Used across multiple national channels and in subsequent years. 30 seconds.

### #Vampire!

Producer, Director, Writer

ScotiaBank/Scene Card.

A cross-promotion for MTV's *Movie Night* series and ScotiaBank's Scene Card club. On location. 30 seconds.

### We Are All Groomed!

Producer, Director, Writer

Philips.

I pitched a crazy idea to Philips to promote their new body groomer for men. The alternate idea was much crazier, and I won them over to this on-location, day and night spot of two scientists in HazMat suits tracking the source of so much discarded hair. 30 seconds.

### Walk Like A Virgin

Producer, Director, Writer

Virgin Mobile.

MTV and Virgin Mobile partnered for the MTV Movie Awards. Features an extremely long (80 ft) motion-controlled camera track. 30 seconds.

### Class Portrait

Producer, Director, Writer

Kids Help Phone.

A spot for charity featuring international stars of hit series *Degrassi: The Next Generation*. 30 seconds.

### RIM Party

Producer, Director, Writer

RIM Blackberry.

A spot to promote adoption of a dedicated Blackberry social media app prior to the MTV Movie Awards. 30 seconds.

### Apples To Apples

Producer, Director, Writer

Mattel.

A **ProMAX award**-winning animated spot featuring the hosts of MTV's MTV LIVE series. 30 seconds.

Additional credits and references available upon request.

## + EDUCATION

### Bachelor of Fine Arts degree — Emily Carr Institute of Art & Design, Vancouver — 2002.

Studied film and video at *Ecole Nationale Supérieure des Beaux-Arts (Paris)*, *Ryerson University (Toronto)*, *Dawson College (Montreal)* and *Humber College (Toronto)*.

Ongoing attendance of industry courses and Master Classes at *ITF*, *DV Talent*, *LOCO* and *NFTS*.

**+ SELECTED CREDITS — ONLINE**

**Grand Marnier Global Brand Assets 2017**

**Executive Producer, Director**      **Campari.**

This brand's relaunch required extensive photography and video acquisition at their Chateau near Cognac. A 4-day production shot multiple categories of material, including product imagery, drone footage, 360° video, extensive b-roll, interviews and tastings by the Master Distiller. This project grew to include multiple edits and a subsequent brand film.

**Coach App**

**Executive Producer, Creative**      **Accenture/Kingfisher.**

Kingfisher's 'Coach' App required 100s of how-to videos depicting DIY projects around the home. Working with the ECD, I developed the creative brief and subsequently led the video production as Executive Producer. This ongoing project followed multiple phases of delivering 10-20 core films in a range of 1-10 versions each within a short period. Production oversaw script development, pre/production/post, set construction, kit/crew hire and filming standards.

**Marylebone.**

**Director, Writer, Editor**      **Knight Frank.**

This is a series of editorial-style documentary films about people who live and work in the Marylebone area of London; a homeowner mum, a cheesemonger, an employee at the neighbourhood development centre, and a real estate agent. I conducted audio-only interviews and directed a series of shoots to portray each person's perspective of the area.

**Ryvita Thins Summer Social Campaign**

**Director, Writer, Editor**      **W Communications.**

This campaign for the launch of Ryvita's Thins product line featured Elle Magazine food editor Laura Jackson preparing recipes to accompany a particular dip. An additional series highlights the recipes from an overhead camera, with sped up action, stop-motion techniques and accompanying typography.

**Aviva Tackling Numbers**

**Director, Editor**      **Synergy.**

A quick turn-around video produced days before the Premiership Rugby final, featuring Exeter Chiefs and Saracens FC players going head-to-head in a fun, quiz-based competition to highlight importance of math and statistics in sports.

**NatWest Schools Cup Academy Day**

**Director, Writer, Editor**      **Synergy.**

This collection of 14 cinemagraphs and loops was shot during a complex media day with limited access to the athletes, featuring England Rugby players and students in a suite of stop-motion, slow-motion, fast-edited and complex loops to promote the NatWest sponsorship program.

**Global Commercial Film 2016**

**Director**      **Knight Frank.**

This brand film distinguishes the commercial wing of the corporation from its residential counterpart, featuring over a dozen interviews and b-roll sequences shot in London, Birmingham, Manchester and Edinburgh.

**Hogbites Launch Campaign**

**Director, Writer, Animator**      **W Communications.**

This playful stop-motion animation illustrates the portability and wide appeal of these new snacks. It was designed specifically for distribution via Instagram.

**Radiant Reveal Campaign**

**Director, Composer**      **Nike.**

A series of looping videos promoting the launch of Nike's new football boot, featuring top players from Manchester City, Leicester and the England National teams. This complex campaign features a grid of four players who examine a boot, throw it to the next player, watch it move around the grid, catch it again and repeat the process. These required precise timing and attention to detail to recreate lighting and rhythm across multiple locations and days.

**"Presidents"**

**Director, Writer, Editor**      **Paddy Power.**

This comic spot features a light-hearted game of British Bulldog between the London Irish RFC, four masked Hillary Clintons and four masked Donald Trumps. A fast-paced, multi-camera, action-packed shoot, this promoted the team's visit to the United States for an exhibition match.

**"Mind Wills"**

**Director**      **Mind.**

A promotional film for mental health charity *Mind* with interviews requiring sensitivity to issues, subject matter, and an appeal for viewers to leave a portion of their will to assist the organisation.