ASEF ALHMOUD

SENIOR VIDEOGRAPHER | VIDEO EDITOR | FILMMAKER

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PROFESSIONAL SUMMARY

Creative Video Director and Senior Videographer with hands-on experience across the complete video production lifecycle - from concept development and pre-production planning to directing, cinematography, editing, color grading, motion graphics, sound design, and final delivery. Experienced in creating cinematic, commercial, branded, and social-media content for marketing agencies and brands, with a strong focus on visual storytelling, creative execution, and consistent visual identity.

CORE COMPETENCIES

Creative Direction • Videography • Cinematography • Video Editing • Visual Storytelling • Video Production • Commercial Advertising • Social Media Content • Color Grading • Motion Graphics • Camera Operation • Lighting • Composition • Sound Design • Post-Production • Production Planning • Photography • Brand Content

PROFESSIONAL EXPERIENCE

Dot Media
Jan 2025 - Present

Senior Videographer & Video Editor

- Lead end-to-end video production projects from pre-production planning and concept development through filming, editing, color grading, and final delivery.
- Direct and produce cinematic content for marketing, branding, and digital-media campaigns.
- Produced commercial campaigns for major brands and led end-to-end production of branded films and social campaigns.
- Delivered multiple commercial and social video projects while collaborating with creative, marketing, and production teams.
- Handle camera operation, lighting, framing, composition, and on-set production requirements.
- Perform professional video editing, color grading, sound enhancement, and post-production.
- Collaborate on creative concepts and visual storytelling approaches that support brand identity and audience engagement.

Campion Agency
1 Year

Videographer & Video Editor

- Produced and edited visual content for digital marketing campaigns and social-media platforms.
- Managed filming and post-production activities to maintain professional visual standards.
- Supported campaign execution through videography, editing, and creative content development.

Smile Art Dental Lab
1 Year

Videographer & Photography Specialist

- Produced video and photography content for digital marketing and brand communications.
- Planned and executed visual content for marketing campaigns and online platforms.
- Managed filming, photography, editing, and post-production workflows.

RS Marketing Agency
1 Year

Videographer & Video Editor

- Created and edited video content for social-media and digital-marketing campaigns.
- Managed video-production and post-production workflows while maintaining professional visual quality.
- Supported creative concepts through filming, editing, and visual storytelling.

ENTREPRENEURIAL EXPERIENCE

Crush Production

Owner & Creative Director

Founded and managed an online advertising and digital-content production business.

Led creative direction across video and digital-media projects.

Managed content development from initial concept through production and final delivery.

Combined visual storytelling with advertising-focused creative execution while maintaining consistent visual quality.

ADDITIONAL MEDIA EXPERIENCE

Yarmouk FM

Radio Host

Developed practical on-air broadcasting experience within a professional radio environment.

Jordan TV & A One TV

Trainee

Gained hands-on exposure to television production, studio environments, and professional media workflows.

Media & Press Coverage

Various Assignments

Participated in media and press coverage across different assignments.

EDUCATION

Bachelor's Degree in Radio and Television

Grade: Very Good

Yarmouk University - Faculty of Media

TECHNICAL SKILLS

Video & Creative	Adobe Premiere Pro • Adobe After Effects • Adobe Photoshop • CapCut
Production	Camera Operation • Lighting • Composition • Photography
Post-Production	Advanced Editing • Color Grading • Motion Graphics • Sound Design • Post-Production Workflow

CAMERAS, EQUIPMENT & SPECIALIZED PRODUCTION

Sony Cameras • DJI Ronin Pro • Drone Cinematography • AI Video / Generative AI • Lighting • Sound Design

Podcast Video Production • Multi-Camera Podcast Production • Podcast Cinematography • Podcast Lighting & Camera Setup • Podcast Editing & Post-Production

CREATIVE SPECIALIZATION

Filmmaking • Commercial Video Production • Branded Content • Social Media Reels • Advertising Content • Cinematic Storytelling • Creative Direction • Video Editing • Visual Identity Content

LANGUAGES

Arabic: Native **English:** Very Good