



Cynthia Shaheen Creative Director, Content Producer

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Qualifications Profile

Talented creative services professional specializing in content production for print, video and online marketing. Available for positions and projects requiring experience in copywriting/copy editing, static and motion graphics, videography and video editing, as well as production management.

With fourteen years of practical experience in multimedia and print presentations, my work reflects a passion for creating innovative marketing materials, products and campaigns.

Specifically, I offer you:

- **Exceptional collaborative and interpersonal skills.**
- **Well-developed organizational and conceptual abilities.**
- **Solid business sense with strength in client and vendor relations/negotiations.**
- **Capacity for building and maintaining dynamic, productive partnerships.**
- **Accustomed to performing in deadline-driven environments with emphasis on maintaining budget requirements.**
- **Samples can be found online: www.shaheenproductions.com**

Creative experience in the following:

Print Production	Multimedia	Client Services
Brochures	Videography	Copywriting & Editing
Newsletters	Motion Graphics	Software Training
Identity/Branding	Online Presentations	Needs Evaluation
Print Advertisements	Video Editing & Sound	Production Supervisor
Mailers	DVD Authoring	Consultation

Skills & Expertise

Technology: Comfortable working on both Mac and PC platforms. Own and operate Panasonic DVX-100A video camera, lighting package, wireless mics and greenscreen set-up.

Software proficiency in the following programs:

- Adobe:** Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat
- Apple:** Final Cut Pro, DVD Studio Pro, Motion, Soundtrack, QuickTime, LiveType
- Office:** Microsoft Word, PowerPoint, Excel
- Misc:** QuarkXPress

Practical experience: Essential hands-on experience in Graphic Design (static and motion), Illustration, Copywriting, Copy Editing and Proofreading, Videography, Video Editing, Sound Editing and DVD Authoring. Creation of print and video presentations for Brand Identity, Display Advertising, Publications, Direct Mail, DVD and Websites/Internet.

Creative Experience

2000 - Present **Shaheen Productions • Art Director/Video Production Management**

Responsible for full life cycle managing and coordination of the writing, designing and production of DVD and print presentations, from concept through completion, for a variety of businesses, professionals and private individuals.

Job Details:

- Work closely with clients to create vision, produce plans and consistently meet deadlines and requirements.
- Effectively build, motivate, and direct design and production teams, coordinating freelance designers, consultants, and vendors in meeting all project requirements.
- Create and conduct highly persuasive sales and marketing presentations.
- Expertly convert features to benefits to achieve client objectives.
- Evaluate and measure results to determine change requirements.
- Manage all operational functions including job trafficking, accounting, staffing, and administrative oversight.

Key Achievements:

- Coordinate and supervise all pre-planning, planning and post-planning phases of commercial and corporate developmental projects for print, DVD presentations and internet presentations.
- Collaborated for extensive project with managers, brokers, and outside vendors, in developing a new marketing department for a large real estate brokerage: Created policy, trained employees, produced all corporate materials, and produced collateral for escrow and loan affiliates.
- Proficiently utilize current technology and advanced graphics and production skills in the development of print and multimedia projects.

1999-2000 **The Oakview Group • Account Executive**

Worked with agency team members in developing corporate identities and marketing collateral for assigned clients.

Job Details:

- Provided original graphic design and business collateral for existing corporate clientele.
- Developed new clients and managed their portfolios.
- Organized and arranged trade show activities, including booth graphics and promotional items.

Key Achievements:

- Coordinated all travel and entertainment arrangements and details for accounts at trade shows or during their visits to our office.
- Developed branding and marketing materials for top clients.

1995-1998 **The Studio • Graphic Designer**

Produced original advertising, illustrations and artwork materials, from concept to design, for clients in the restaurant and hospitality industries.

Job Details:

- Responsible for all new advertising and promotional concepts.
- Produced menus, table tents, door hangers, etc. for restaurants and hotel clients.
- Organized trade show activities for clients and produced required booth and show graphic materials.

Key Achievements:

- Managed all computer maintenance and upgrades including converting paste-up projects to computerized format.