

# SAJJAD SABERI

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## Profile

Creative Video Content Creator and Marketing Specialist with an MBA in International Business and a strong track record in multimedia production, digital storytelling, and social media engagement. Skilled in producing authentic, high-quality video content for platforms including Instagram, TikTok, and YouTube. Experienced in planning, filming, editing, and publishing content that drives engagement, while bringing the perspective of an international graduate in Canada. Confident on-camera, fluent in Adobe Creative Cloud and CapCut, and passionate about sharing authentic student experiences.

## Core Skills

- Short-form and long-form video production across digital, FAST, social, and broadcast platforms.
- Visual storytelling and on-camera presentation with community-focused, contemporary Canadian narratives.
- Social media content strategy with platform fluency and trend-driven storytelling.
- Advanced editing and post-production using Premiere Pro, After Effects, Audition, Photoshop, and CapCut.
- Professional cinematography and photography using small-format, cinema, and broadcast-style cameras.
- Researching, interviewing, and shaping editorial direction with attention to underrepresented communities.
- Production coordination including scheduling, location prep, technical setup, and independent field operation.
- Strong cross-cultural communication, collaboration, and commitment to inclusive and respectful storytelling.
- Bilingual in English and Farsi with strong ties to diverse communities in Metro Vancouver.

## Experience

### Freelance Media Producer & Content Creator | Canada

Aug 2022 – Present

- Produce short-form and long-form videos that increased client engagement.
- Direct and edit commercial and branded content, ensuring alignment with campaign goals.
- Create social media visuals, graphics, and promotional assets optimized for Instagram, and YouTube.

## **Founder & Producer | Blue Idea Cloud Media & Advertising, Tehran**

Aug 2019 – Aug 2022

- Founded and managed a creative agency specializing in advertising and media production.
- Produced commercials, promotional videos, and branded campaigns for diverse clients.
- Oversaw end-to-end production, from concept to editing, while managing budgets and teams.
- Reduced operating costs by 47% through workflow optimization.

## **Independent Video Producer & 1AD | Advertising Agencies**

2013 – 2022

- Coordinated productions across pre-/post-production, ensuring on-time delivery.
- Directed promotional and branded content, enhancing creative impact and audience engagement.
- Collaborated with actors, directors, and production teams to craft compelling narratives.

## **TV and Radio News Reporter | IRIB**

2013 – 2015

- Research and investigate stories using credible sources, interviews, public records, and ...
- Pitch story ideas that fit the news organization's editorial direction and audience interests.
- Conduct interviews with eyewitnesses, experts, officials, and others relevant to a story.
- Collaborate with editors, producers, and photographers to shape story angles and final output.
- Present news on camera or via audio in a professional, concise, and compelling manner.

## **Education**

- MBA, International Business – Trinity Western University, 2024
- B.Sc., Engineering Physics – Azad University, 2017
- Certificate, Film Production – Iranian Youth Cinema Society, 2019
- Certificate, Photography Techniques – Iranian Youth Cinema Society, 2007

*References available upon request*