

AHMED ELSHAZLY

DIGITAL PRODUCTION LEADER

Video & Creative Production · AI-Powered Content · Studio & Live Streaming · Team Leadership

CONTACT

LOCATION

Saudi Arabia

PHONE

+966 53 558 9947

EMAIL

ahmedelshazly773@gmail.com

IMPACT AT A GLANCE

12+ years in production

18 team members led

263+ digital courses delivered

10+ studios designed & built

8,000+ learners reached yearly

CORE COMPETENCIES

- Digital Production Strategy
- End-to-End Production Management
- Video Production & Directing
- Cinematography & Photography
- Aerial / Drone Filming
- Studio & Multi-Camera Production
- Live Streaming Production
- Post-Production & Motion Graphics
- Generative AI Content Production
- Workflow & Pipeline Optimisation
- Studio Design & Build
- Stakeholder Management
- Team Leadership & QA

TOOLS

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop & Illustrator
- Generative AI (video, image, audio, text)
- Articulate 360 / Storyline
- Moodle LMS · Teams · Zoom
- Excel & Power BI

PROFESSIONAL SUMMARY

Digital production leader with 12+ years of experience directing end-to-end content production across video, photography, motion graphics, audio, live streaming and interactive digital content. Currently leading an 18-member cross-functional team at Saudi Electronic University, owning production strategy, workflows, quality and delivery at national scale. Built 10+ professional production and live-streaming studios for leading Saudi institutions and pioneered Generative AI in production pipelines for video, image, audio and written content. Combines a hands-on creative background with strong operational leadership and a proven record of scaling output without compromising quality.

PROFESSIONAL EXPERIENCE

Learning & Development Manager – Digital Production & Operations 2023 – Present

Saudi Electronic University (SEU) – Applied College, Riyadh

- Team leadership:** Lead an 18-member cross-functional team of content developers, producers, graphic designers and language reviewers; set priorities, workflows and quality standards.
- Production at scale:** Direct production and delivery of 263+ digital courses and multimedia assets across 21+ programmes, serving 8,000+ learners annually.
- Growth:** Scaled production capacity to support a doubling of learners (4,000 to 8,000+) within one year while maintaining quality and timelines.
- Generative AI:** Integrated Generative AI into creative and production workflows for AI-powered video, image, audio and written content.
- Operations:** Own end-to-end digital operations, including platform administration, publishing, admission and registration platforms.
- Stakeholders:** Partner with academic leadership and operational units to align production plans with strategy; track performance through KPIs.
- Recognition:** Contributed to a Top 3 national ranking (Excellence category) in the National eLearning Center Excellence Index; key role in launching the National EdTech Fellowship Program.

Video Producer & Director – Media Center 2023 – 2024

Ministry of Islamic Affairs, Saudi Arabia

- Produced, directed and edited video content for the Ministry's institutional and digital communication channels.
- Managed the full cycle from filming to post-production and final delivery, aligned with government communication and brand requirements.

Digital Learning & Creative Media Production Specialist 2018 – 2023

Umm Al-Qura University, Makkah

- Designed, established and operated two in-house production studios (chroma-key video and audio recording).
- Led video production from concept, scripting and planning through filming, directing, editing and final delivery.
- Managed professional photography, videography and drone aerial filming for institutional and creative projects.
- Led post-production, including editing, motion graphics, audio processing and finishing; produced 100+ interactive digital courses.
- Translated faculty and SME input into engaging multimedia content, improving audience engagement.

EDUCATION

Bachelor of Mass Communication

Cairo University · 2010 – 2014

Diploma in Multimedia & Video Production

CERTIFICATIONS

Training of Trainers (TOT)

Azad Training Center · 2020

Blackboard Academic Collaboration Essentials

Blackboard (BME – Middle East) · 2018

LANGUAGES

Arabic — Native

English — Professional working proficiency

PROFESSIONAL EXPERIENCE (CONT.)

Video Editor

2019 – 2021

Makkah Municipality

- ▶ Edited institutional, event and social media video content, including colour correction, audio and motion graphics.

Video Editor & Director

2016 – 2018

D Media Agency

- ▶ Directed, filmed and edited creative and commercial video projects for agency clients from brief to final delivery.

Assistant Director & Video Editor

2013 – 2015

Al Kahera Wal Nas TV

- ▶ Supported directing for studio and field TV productions; edited broadcast-ready content through to on-air delivery.

STUDIO & INFRASTRUCTURE PROJECTS

- ▶ **Talemia – Ministry of Education Partner:** Delivered 2 fully equipped studios for video, audio, photography and live streaming, from concept and technical specifications through equipment selection, implementation, testing and handover.
- ▶ **Qassim University:** Established 4 production studios (2 video, 2 audio) plus a fully equipped live-streaming studio.
- ▶ **University of Jeddah:** Designed and implemented 2 professional production studios across the full lifecycle.

KEY ACHIEVEMENTS

- ▶ Built a high-output digital production function delivering 263+ courses and multimedia assets across 21+ programmes.
- ▶ Designed and launched 10+ production and live-streaming studios across four major Saudi institutions.
- ▶ Introduced Generative AI production workflows for video, image, audio and content creation.
- ▶ Contributed to a Top 3 national ranking in the National eLearning Center Excellence Index.