

ABBAS AMER

Media Production Team Leader | Senior Video Editor | AI-Assisted Production

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Portfolio: abbasamer.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

Media production leader and senior video editor with 6+ years of experience in commercial video, digital content, post-production, cinematic storytelling and creative team coordination. Leading the Media Production team at BALY since January 2026, overseeing production operations, quality control, internal workflows and external production partners. From January to October 2026 the team produced 800+ advertising videos, each adapted into three formats (2,400+ deliverables). Since October 2026, leading the transition to AI-assisted production for visual development, content adaptation, localization and scalable asset generation. Master of Fine Arts in Cinema and TV Arts. Portfolio and showreel: abbasamer.com.

CORE COMPETENCIES

Media Production Leadership; Team Leadership and Coordination; Production Planning and Scheduling; Project and Workload Management; End-to-End Production Workflow; Post-Production Management; Video Editing; Motion Graphics; Visual Storytelling; Creative and Technical Quality Control; Agency and Production House Coordination; Vendor and Outsourcing Management; Stakeholder Management; Workflow Improvement; Media Asset Management and Archiving; AI-Assisted Content Production; AI Video and Image Generation; Brand Consistency.

KEY ACHIEVEMENTS

- Led a team that produced 800+ advertising videos from January to October 2026 across in-house production, external collaborations and motion graphics, each adapted into three formats (2,400+ deliverables).
- Produced an AI-generated trend ad for Baly Food that reached 253K organic views, 3,484 likes, 2,209 shares and 321 comments on Instagram.
- Built a consistent AI brand character for Baly Food (character bible, trained Soul ID, locked uniform, helmet, delivery box and bike) reused across new videos.
- Delivered an acquisition campaign for BALY's tuk-tuk service in Amarah with AI-generated city plates, cast and vehicle, with no travel or location shoot.
- Edited and delivered 6,000+ educational lectures and learning videos at Ta3leem / Earthlink while keeping consistent visual and technical standards.
- Managed production across internal teams, external agencies, freelancers and production houses while protecting quality, timelines and brand standards.

PROFESSIONAL EXPERIENCE

Media Production Team Leader | BALY

January 2026 - Present

- Lead and coordinate daily media production operations, distributing workload, priorities and delivery responsibilities across editors, videographers and production team members.
- Manage production schedules, project tracking, deadlines, resources and concurrent campaigns; identify and resolve workflow bottlenecks.
- Oversee production and post-production across Taxi, Food, Cards and other business verticals, aligning deliverables with campaign objectives and brand standards.
- Coordinate with marketing and creative stakeholders, agencies, freelancers and production houses; review outsourced work for brief alignment, quality and deadlines.
- Review final deliverables and maintain creative, technical and brand quality across filming, editing, motion graphics and post-production.
- Maintain production pipelines, project files, media assets, documentation, storage and archiving systems.
- Since October 2026, lead the transition to AI-assisted production workflows for visual development, content adaptation, localization and scalable asset generation, using tools such as Higgsfield and Claude.

Senior Video Editor | BALY

September 2025 - January 2026

- Edited commercial, social, acquisition and branded video content across BALY business verticals.
- Managed high-volume post-production workflows, revisions, quality control and final delivery across multiple formats and platforms.
- Collaborated with marketing and creative teams to translate campaign objectives, scripts and briefs into effective visual content.
- Supported production workflows and coordinated with internal stakeholders and external production partners.

Senior Video Editor (Team Leader) | Ta3leem / Earthlink

January 2024 - September 2025

- Led the editing team and supervised post-production workflows from initial edit through final delivery.
- Edited and delivered 6,000+ educational lectures and learning videos while maintaining consistent visual and technical standards at scale.
- Managed task allocation, daily workload, progress tracking, revisions and delivery schedules.
- Coordinated with creative, marketing, design and studio teams to improve production efficiency and consistency.
- Contributed to advertising ideation, copywriting, script development, motion graphics and visual storytelling.

Video Editor | Ta3leem / Earthlink

2020 - December 2023

- Edited educational and marketing videos with a focus on narrative structure, pacing, visual quality and brand consistency.
- Collaborated with content teams to translate scripts and communication objectives into effective visual content.
- Supported motion graphics and post-production across multiple formats.

Marketing Intern | YourVisio Media

May 2024 - July 2024

- Supported media marketing and production activities, including advertising campaign development and video production.

Executive Producer (Contract) | Rewaq Baghdad

June 2021 - August 2021

- Led end-to-end production of the "I Am the Parliament" campaign, coordinating concept development, casting, crew, locations, budget, production and delivery.
- Coordinated creative, production and post-production teams to keep execution aligned with campaign objectives and messaging.

TECHNICAL SKILLS AND TOOLS

Editing and post: Adobe Premiere Pro, Adobe After Effects, Adobe Audition, DaVinci Resolve

Design: Adobe Photoshop, Adobe Illustrator

AI production: Higgsfield, Claude, AI video generation, AI image generation

Productivity: Google Workspace, Microsoft Office

EDUCATION

Master of Fine Arts (MFA), Cinema and TV Arts | University of Baghdad

Bachelor's Degree, Cinema and TV Arts | University of Baghdad

CERTIFICATIONS

- The Art of Line Producing | UCLA Extension | 2025 | Earned with Distinction
- Project Management for Creative Projects | LinkedIn Learning (PMI Registered Education Provider) | 2025
- Video Production Paperwork: From Scripts to Schedules | LinkedIn Learning | 2025
- Screenwriting Course | Ark Film School, London | 2025
- Meta Social Media Marketing Professional Certificate | Meta, Coursera | 2024

LANGUAGES

Arabic (Native); English (Upper-Intermediate)