


# AWS HAIDARI

JOURNALIST

PRODUCER

CONTENT CREATOR

DIGITAL STRATEGIST

-  @awshaidari
-  linkedin.com/in/aws-haidari-4499577
-  haidari.aws@gmail.com
-  571-215-5292

## ADDRESS

338 Ventasso Way  
Fallbrook, CA  
92028

## SKILLS

Content Production	●●●●●●●●
Campaign Strategy	●●●●●●●●
Video Editing	●●●●●●●●
Creative Directing	●●●●●●●●
Brand Building	●●●●●●●●
Copy Editing	●●●●●●●●
Writing	●●●●●●●●
Directing	●●●●●●●●
Trend Spotting	●●●●●●●●
Team Building	●●●●●●●●
Team Management	●●●●●●●●
Audience Building	●●●●●●●●
Public Relations	●●●●●●●●
Adobe Premiere	●●●●●●●●
Adobe Photoshop	●●●●●●●●
Photography	●●●●●●●●
Videography	●●●●●●●●

## ABOUT ME

Innovative producer and content creator with a proven track record in broadcast journalism and digital media. Specializing in the development of digital media, documentary films, linear and non-linear programming, building editorial visions and managing large projects and teams.

## EXPERIENCE

### Emerging Platforms Lead | NBC Universal

Jan 2022 - Present

- Develop and execute creative, unique content and strategy for OTT, apps, web social media, podcasts and newsletters
- Create multimedia content to enhance daily news coverage
- Pitch, write and edit video designed for mobile/social platforms, optimizing versions of the story for specific platforms
- Analyze user and consumption data to maximize opportunities
- Track new industry trends and introduce new tools and features to the digital team

### Program Editor | TRT World

Sept 2019 - Dec 2021

- Rebranded and relaunched two programs: Bigger Than Five and Inside America
- Oversaw daily, weekly and monthly editorial planning
- Managed the editorial and production teams
- Oversaw script writing and rundowns
- Produced original international packages
- **More than 1000% increase in the program's YouTube views.**  
**First episode at nearly half a million views.**

### Producer | BBC & KEO Films

Dec 2018 - Aug 2019

- Produced interviews for a 5-part documentary about the war in Iraq
- Advised on contributors and topics to cover
- Scouted locations & coordinated production with local filming crews
- Arranged security and risk assessment for local filming crews

### Head of Video Production | Breakthrough Media, UK

May 2016 - Sept 2018

- Oversaw all editorial and branded content gathering and production for all Iraq-related platforms and campaigns
- Led editorial oversight for all content across our multiple online platforms
- Developed 4 nation-wide digital campaign strategies
- Managed a 40-person team (video producers, editors, graphic designers, content strategists and researchers)
- Led weekly, monthly and quarterly editorial planning
- **4 million followers and more than 120 million views across Iraq**

### Producer - Acting Senior Producer | Al Jazeera English

Jan 2012 - Apr 2016

- Produced 1-2 live shows per week, as well as special news coverage
- Led content selection and production for each show
- Built show rundowns with concise and thoroughly researched scripts
- Led the relaunch and rebrand of The Stream twice.
- **Produced the most viewed show in the history of The Stream and 4 of the top 10 most viewed shows, totaling more than 2 million YouTube views**

## EDUCATION



### Bachelor of Arts | Carleton University

2004 - 2008

Political Science with a focus on International Relations

## AWARDS



BAFTA 2021 - Best Factual Series  
Once Upon a Time in Iraq - BBC



News & Documentary  
Emmy Award 2021 -  
Outstanding Historical Documentary  
Once Upon a Time in Iraq - PBS