

AHMED BAKRY

CREATIVE DIRECTION / FILM / AI

CONTACT

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[YOUTUBE / SELECTED WORK ↗](#)

CREATIVE EXPERTISE

Concept development

Creative pitching

Scriptwriting

Treatments & storyboards

Directing

Casting & location selection

Production team coordination

Editing & color supervision

AI visual development

TOOLS

Adobe Premiere Pro

DaVinci Resolve

After Effects

AI-assisted creative workflows

LANGUAGES

Arabic / Native

English / Very good

PROFILE

Every medium. One cinematic vision.

From newsrooms to national campaigns, my journey spans television, PR, government communications, print and digital journalism. I bring that experience to every story - finding its heart, shaping its world and directing it from the first spark to the final frame.

PROFESSIONAL EXPERIENCE

CNN Business Arabic

Senior Video Journalist / Full-time / Current

Produce and edit business and economic stories for digital audiences, combining editorial storytelling, filming, lighting and sound.

Trends Research & Advisory

Senior Video Producer

Produced research-led video content for international audiences, including filming, lighting and sound.

Muslim Council of Elders

Senior Video Producer

Created communications content and covered global events and interviews, coordinating production logistics.

APCO Worldwide

Senior Video Producer

Produced government media campaigns and coordinated multi-location shoots.

Al Roeya Newspaper

Senior Video Editor

Edited news videos and developed motion infographics.

Dream TV

Senior Video Producer & Editor

Produced and edited television content across the production cycle.

SELECTED CREATIVE WORK

01 Labor Day film

Ministry of Human Resources & Emiratization

IDEA An original concept from an open brief: five professions connected through parallel stories and a shared voiceover.

LEADERSHIP Pitched and secured approval. Selected cast, locations and voiceover talent, and assembled camera, lighting and sound teams.

DELIVERY & REACH Wrote, directed and edited the film; supervised color grading. Published across ministry platforms and republished by UAE news outlets and government entities.

02 Respect for the Flag

Creative treatment & storyboard / Development project

Developed a 14-scene treatment from client-supplied footage of two children retrieving and cleaning a discarded UAE flag. Proposed a blend of the real footage and AI-developed characters, with camera direction, scene timing, voiceover and music planning.

SELECTED EVENTS & CAMPAIGNS

Scriptwriting, directing and editing across event films and campaigns.

Pope Francis' UAE visit · Human Fraternity Conference & Document Signing · Qudwa Forum · Emerging Peacemakers Forum, Geneva · COP28 · ADIHEX · Make it in the Emirates · IMF-World Bank Annual Meetings, Thailand · Silk Road Finance & Technology Forum, Uzbekistan · Zayed Award for Human Fraternity · UAE-USA 50 Years

ADDITIONAL BROADCAST EXPERIENCE

Fujairah TV · MBC Masr · CBC Channel / Freelance Senior Video Editor

Video Cairo Sat / Senior Video Editor

Additional freelance media production: Rotana · Al Ain News · Eram News

EDUCATION & PROFESSIONAL TRAINING

Cairo University / B.A. Mass Communication, TV & Radio

Apple / Video editing diploma and editing & graphics certification

in5 Media, Dubai / Color grading workshop