



## + CONTACT

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## + INTRODUCTION

I am an award-winning Director/Producer/Writer with creative and technical experience throughout production, from pitch to delivery. Since working in-house at MTV, I have created on-air promos and commercials in international markets in multiple languages, with experience developing creative and brand strategy, pitching, managing client relationships, coaxing strong performances from talent, communicating effectively with crew, creating dynamic visual storytelling, and employing innovative techniques and technology.

I am a UK and Canadian citizen and speak English, French and Spanish.

## + EXPERIENCE

### Hangar Seven — Head of Creative — January to June 2015.

As the lead on creative ideation and strategy for broadcast and online video campaigns for national brands, I would create a deck with multiple possible video ideas at multiple price points, presenting a justified cohesive strategy to address the market objective. I developed these top-line ideas into scripted and storyboarded treatments, worked closely with the producer for casting and locations, directed spots and oversaw creative delivery of a variety of content for consumers, businesses and internal comms.

**Clients include Marks & Spencer, Asda George, Breville, Warburton's, Diageo, F&F, Unilever.**

### Marjan Television Network — Supervising Producer/Director — October 2013 to October 2014.

Overseeing 30 producers, 14 weekly series, multiple one-offs and a gallery crew of 10, I played a key leadership role at this foreign-language, market leading broadcaster/production company with an estimated audience reach of 23 million viewers. I led a restructuring of the production department; developed and implemented long-term production and broadcast strategies; was responsible for troubleshooting, developing and redeveloping productions; training and mentoring producers; interviewing new production staff; and, directing and producing key promotional on-air content and television series.

### MTV — Producer/Writer — July 2010 to October 2012.

Working closely with our internal Brand Partnership and Design teams, I wrote, directed and produced ProMAX/BDA winning brand partnership campaigns for national broadcast on MTV and its sister stations. From a marketing brief, I created concepts, pitched them, and developed them to a polished treatment and script. Once the client approved, I was awarded the budget and worked as an independent producer, sourcing crew, talent, facilities and locations. I directed, edited, sound designed and composited the spots. This process was also followed to promote on-air series, charity spots and PSAs. Additionally, I regularly produced weekly on-air promos (and radio spots) for ongoing series and series premieres.

**Clients include MTV, CTV, Philips, Sony, Blackberry, Kids Help Phone, Bioré, Mattel.**

### The Production League — Creative Producer/Director — June 2006 to June 2009.

I developed multiple national Fact Ent, reality and comedy TV series with Executive Producer Brian Ainsworth, from taster to delivery. We created the show format together, then I would direct all episodes and edit pilots to serve as templates for the team. Shows include:

+ *Distinguished Artists* (57x60 minutes, host-driven long format interview with celebrity guests)

+ *King Kaboom* (26x30 minutes, variety show with music, animation, drama, comedy, sideshow acts, poetry, &c)

+ *School of Chef* (26x30 minutes, host-driven cooking show with celebrity guest chefs)

+ *The Bird Watcher* (3x30 minutes, host-driven nature/reality series shot in the Canadian Arctic, story written on-the-fly)

+ *The Humber Fashion Show* (6x30 minutes, cast-driven reality series)

+ *More Than Hope* (30 minutes, stand alone documentary shot in Tanzania about Microfinance initiatives)

### Freelance — Director/Creative Director/Producer/Editor/Compositor — June 2002 to current.

I have been engaged as Director, Creative Director, Producer, Technical Director, Editor, Online Editor, Compositor, Sound Designer, &c, for various clients, such as Head Gear Animation, TC Transcontinental, Cuppa Coffee Animation, Fringe Festival, World Poker Tour, Peace Arch Films, Air Canada, TwoThreeFive, Banger Productions.

## + EDUCATION

### Bachelor of Fine Arts degree — Emily Carr Institute of Art & Design, Vancouver — 2002.

Studied film and video at *Ecole Nationale Supérieure des Beaux-Arts (Paris)*, *Ryerson University (Toronto)*, *Dawson College (Montreal)* and *Humber College (Toronto)*.

Ongoing attendance of industry courses and Master Classes at *ITF*, *DVTalent*, *LOCO* and *NFTS*.



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## + CLIENT LIST

MTV / Diageo / M&S / Fringe Festival / Philips / Virgin Mobile / Blackberry  
Unilever / Mattel / Bioré / TC Transcontinental / F&F / Breville / Sony / ASDA

## + SELECTED CREDITS — COMMERCIALS

### **Breville/Warburtons "To The Top" — Director — Breville/Warburton's. (2015).**

A 3-spot series built around the concept of "toasting to the top" to promote a new Breville Toaster that fits Warburton's bread perfectly. I adapted the Creative Director's concepts to fit the format and production constraints, and worked closely with the client to navigate concerns between the corporate partners. Featured on-location shooting and a studio set build of an elevator stopped between floors. *3x30 seconds.*

### **'Norouz Special' campaign — Director, Producer, Writer — Marjan Television. (2014).**

This campaign was to promote the channel's Iranian New Year special with an estimated audience of over 15 million. Featuring two simultaneous sets with 30 of the channel's on-air talent, our primary shoot featured a large party scene with slow-motion camera work and explosive confetti. I developed the concept with the channel's Creative Director, developed the set and storyboards, and managed the nearby second studio with a second unit. *20x30 seconds.*

### **'Come Dine With Me' campaign — Director, Producer, Writer — Marjan Television. (2013).**

The Farsi version of this famous series travelled to Canada for its 8th season. Tasked with developing a low-budget concept that reminds viewers of the format and levity of the show while suggesting the destination, I came up with a series that depicts competitive food games celebrating the culinary and cultural symbols of Canada. The client was concerned about the departure from their usual host-driven direct-address or clip-based promotions, but I won their confidence and the result was extremely well received by their audience. Studio build. *4x30 seconds.*

### **Music Is Made From People! — Director, Producer, Writer — Sony Xperia. (2012).**

Sony partnered with MTV to create a series of online videos of musicians making music in unusual ways. I created this on-air promo to drive viewers to the website. Household objects are used to make sound, but the introduction of the new Xperia smartphone elevates the experience to a new level of creativity and colour. I shot this as well. *30 seconds.*

### **Black History Month 2012 — Director, Producer, Writer — Much Music/MTV. (2011).**

Rather than the usual clichéd approach of parading jazz greats and MLK, I employed comedy as a call-to-action to go learn more as talent betrayed butchered recollections of figures in Black History in lines like, "The Black Panthers won the superbowl in, like, 75, 76 and 77." Used across multiple national channels and in subsequent years. *30 seconds.*

### **#Vampire! — Director, Producer, Writer — ScotiaBank/Scene Card. (2011).**

A cross-promotion for MTV's *Movie Night* series and ScotiaBank's Scene Card club. On location. *30 seconds.*

### **We Are All Groomed! — Director, Producer, Writer — Philips. (2011).**

I pitched a crazy idea to Philips to promote their new body groomer for men. The alternate idea was much crazier, and I won them over to this on-location, day and night spot of two scientists in HazMat suits tracking the source of so much discarded hair. *30 seconds.*

### **Walk Like A Virgin — Director, Producer, Writer — Virgin Mobile. (2011).**

MTV and Virgin Mobile partnered for the MTV Movie Awards. Features an extremely long (80 ft) motion-controlled camera track. *30 seconds.*

### **RIM Party — Director, Producer, Writer — RIM Blackberry. (2011).**

A spot to promote adoption of a dedicated Blackberry social media app prior to the MTV Movie Awards. *30 seconds.*

### **Class Portrait — Director, Producer, Writer — Kids Help Phone. (2011).**

A collaboration between Much Music and MTV for charity featuring international stars of hit series *Degrassi: The Next Generation*. *30 seconds.*

### **Apples To Apples — Director, Producer, Writer — Mattel. (2010).**

A **ProMAX award**-winning animated spot featuring the hosts of MTV's MTV LIVE series. *30 seconds.*

### **Boobie Knights — Director, Producer, Writer — Rethink Breast Cancer. (2010).**

A charity promotion to encourage attendance of an annual event. I wrote this controversial response to the previous year's sexually-charged promo that was discussed across US media (Oprah, Ellen, CNN). *30 and 60 second versions.*

*Additional credits and references available upon request.*

## +AT A GLANCE

*Skills* Directing, producing, writing, ideation, client management, pitching.

*Production* On location, in studio, set builds, single cam, multi cam, motion control.

*Complementary skills* Camera, lighting, editing, VFX.