

# Razan Elkhatib

Content writer & Media Producer

Montréal (Québec)

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## PROFILE SUMMARY

+10 years of experience in media production in Sudan and Canada.

### LANGUAGES:

- Arabic: Native
- English: Fluent
- French: Intermediate

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## KEY SKILLS

- Coordination, management, and assistance in media production.
- Creation of engaging content strategies for social media.
- Screenwriting, creative writing, and storytelling.
- Video/photo shooting and editing; proficiency in multimedia creation software (Adobe Premiere Pro, Photoshop, Illustrator, InDesign, Canva).
- General skills: adaptability, eagerness to learn, collaboration.

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## EDUCATION

- Certificate in Immigration Studies, School for Community and Public Affairs, Concordia University, Montreal, In progress, Expected 2026
- Professional Development Certificate (PDC), Collaboration and Productivity, McGill University School of Continuing Studies, 2025
- Microprogram in Film Production – Faculty of Fine Arts, Mel Hoppenheim School of Cinema, Concordia University, 2022
- Bachelor's in Multimedia – College of Communication, Sudan University of Science and Technology, Sudan, 2008-2012

## EXPERIENCE

### Audiovisual Production Manager - SINGA Québec, 2021 – Present

- Produce audiovisual content, including graphic design, videography, and photography.
- Create graphic designs (logos, posters, annual reports, social media announcements)

### Freelancer in media production 2020 - Present

- Graphic Designer: MRC des Basques, 2024
- Photographer / Graphic Designer: Exeko, 2022-2023
- Graphic Designer: TCRI, 2022
- Video Creator: Centre N A Rive, 2021
- Subtitled: Nakba Archive Project, McGill University, 2021

### **Producer / Creative Director - SYNC Media Productions, Khartoum, 2018 - 2019**

- Participate in client briefings to understand their vision and present projects to them.
- Assign tasks and manage the creative team, ensuring project progress and quality.
- Ensure the consistency and excellence of deliverables.

### **Social Media Director, Karmakol International Festival, Sudan 2017-2018**

- Define and implement the digital strategy to maximize the festival's visibility.
- Supervise community managers and content creators to produce and manage content.
- Monitor campaign performance and analyze the impact of actions taken.

### **Creative Director/Copywriter, Brand Avenue, Sudan, 2015 – 2018**

- Write, edit and revise content according to brand image and distribution channel.
  - Develop impactful slogans, hooks or key messages that capture the audience's attention.
  - Adjust the content based on feedback or ensure it aligns with the campaign objectives.
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## **ACHIEVEMENTS**

- Jury Prize at the "Festival Court d'un Soir" for the screenplay \*Ma Vie à Vélo\*, 2022
  - Director, screenwriter, and 1st assistant director at CinemaDamare, the world's largest film campus for young filmmakers, Italy, 2016
  - Screenwriter and director of the short fiction film \*Amal\*, 2012
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## **TRAINING & DEVELOPMENT**

- Screenwriting Residency – BLACK ON BLACK FILMS (\*Je me vois à l'écran\*) and Coop Vidéo de Montréal (\*DemART MTL\*), Conseil des arts de Montréal, 2023
- Introduction to Film & TV Production – CEE & DESTA, in partnership with MAIN FILM, Montréal, 2022
- Production Assistant Training – AQTIS 514 IATSE & (DGC), Montréal, 2022
- Mentorship Program – Production Assistant, Intuitive Pictures (CMPA), Montréal, 2022
- Photography & Videography Course – Centre NA Rive, Montréal, 2021
- Volunteer – Welcome Collective, Montréal, 2019
- Festival Organization Training – Swiss Cultural Initiative, Zurich, 2017