

SOPHIA WAKIM

CREATIVE PRODUCER - CREATIVE DIRECTION & STRATEGY

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PROFESSIONAL SUMMARY

Creative Producer with 5+ years and 50+ projects delivered, taking work from first brief through concept to final on-set delivery. Focused on experiential, interactive, and immersive work, backed by range across content production; CG, video editing, and AI-generated video and imagery. Stays ahead of the AI curve, continuously adopting new tools and applying them directly to production planning and fully AI-integrated immersive and interactive experiences. Strongest where creative strategy meets hands-on follow-through on production, staying close through delivery to protect the idea from brief to final cut. Comfortable leading cross-functional creative teams in fast-moving, high-stakes production environments. Fluent in Arabic and English, with delivery experience across the GCC, Europe, and Asia.

EXPERIENCE

Creative Producer · TACTECH New Media

Dubai, UAE | Jan 2024 - Present

Clients: Ministry of Interior (KSA) · Saudia Airlines · ADNOC · ROSHN · Ministry of Education (UAE) · RTA

- **Currently leading:** concept-to-delivery creative production across national security and major international hosting-bid campaigns.
- Delivered work across major regional platforms including LEAP, GITEX, GISEC, ADIPEC, World Defense Show, ATM, and Cityscape with project budgets up to AED 1M and turnarounds as fast as 2-8 weeks.
- Own the creative process end to end, from receiving the brief to shaping the narrative, objective, and core idea for each interactive experience, then directing a creative and technical team of 8-10 producers, designers, motion artists, and developers to execute the vision.
- Serve as primary client contact across 2-5 concurrent projects at a time, leading briefs through to full proposals; moodboards, creative direction, and final delivery, with several client accounts maintained continuously for 3-4 years.
- Direct and advise on filming and shooting projects, guiding on-set creative decisions to match client standards and vision, including footage played on major stage screens and featured in social media campaigns.
- Drive AI integration across the creative pipeline and production planning, continuously adopting new tools and establishing how the team uses them across immersive and interactive experiences, including an AI-produced video that reached 50K+ views.

Experiential Producer · TACTECH New Media

Dubai, UAE | Dec 2022 - Jan 2024

Clients: TAWAZUN · Saudi Tourism Authority · Saudi Space Agency · Qube Development · ENBD · DESC

- Produced experiential activations, exhibition booths, and interactive experiences, including booths with footfall of 7,000+ visitors, from creative handoff through on-site delivery; coordinating internal creative teams and external vendors to keep production on time and on budget.
- Translated creative briefs into detailed, actionable production plans, working directly with clients and stakeholders through timeline changes, shifting scopes, and tight deadlines.
- Managed on-site delivery; overseeing technical teams and in-house designers to ensure output stayed on budget and up to standard, with completed activations featured across social media and news platforms.
- Monitored project performance and risk, maintaining thorough documentation and reporting throughout each project's lifecycle.
- Maintained client relationships from first meeting through final on-site delivery.

Events Executive · The Qode

Dubai, UAE | Mar – Jun 2022

Clients: Piaget · Audemars Piguet · H&M · Sunday Riley

- Built creative pitches for luxury brand events and celebrations; moodboards, activation ideas, entertainment, and suggested styles for the location and setup.
- Coordinated suppliers, caterers, and entertainment providers; collecting quotations and managing logistics across multiple simultaneous events.
- Present on-site for setup and live execution, making sure everything ran smoothly on the day, including events that drew PR coverage and 50+ influencer posts.
- Led post-event debriefs; reviewing performance, client feedback, and what to improve next time.

Production Assistant · Navigation Films

Dubai, UAE | Nov 2021 – Feb 2022

Clients: Bravo Films

- Managed production logistics for the crew; schedules, equipment, and location needs for smooth shoot days, on a production later released on Prime Video.
- Managed production administration, including receipt tracking, cost calculations, and accurate topsheets for accounting.
- Coordinated with suppliers and handled deliveries and bookings for both office and on-set requirements.
- Maintained daily production reports and solved logistical problems on the fly when plans changed last-minute on set.

SKILLS & TOOLS

Creative: Concept Development · Creative Direction · Narrative & Scriptwriting · Pitch & Proposal Writing · Moodboarding

Production: End-to-End Production Management · On-Set Creative Direction · Vendor & Budget Oversight · Risk Management

Leadership: Cross-Functional Team Leadership · Client Strategy & Relationship Management · Stakeholder Communication

AI Tools: Claude · Midjourney · Adobe Firefly · ElevenLabs · Freepik AI

Software: Google Workspace · Canva · Microsoft Office

Hobbies: Photography · Styling · Film making

EDUCATION & LANGUAGES

Bachelor of Interior Design · International University of Science and Technology, Syria | 2021

Arabic (Native) · English (Fluent) · Russian (Conversational)