

ZACH NASSIF

VIDEO PRODUCTION SPECIALIST

CORPORATE | MARKETING | TRAINING & LEARNING TEAMS

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Owning the full video lifecycle for corporate, healthcare and training clients, and building the systems that run video at scale.

End-to-End Production Ownership › Workflow & Systems Design › AI-Accelerated Post › Measurable Results

Video Production Specialist with 25+ years producing corporate, marketing, training and broadcast video across U.S. and international markets. Owns every stage from concept and script through filming, editing, graphics, sound and final delivery, and builds the workflows and client-facing systems that keep it organized at scale. Works directly with owners and multi-location executives to plan and produce brand video, the same client-facing judgment that fits a corporate creative, communications or learning team. A global brand background, from CNN and Leo Burnett to IBM and Emirates, means knowing what holds up in front of leadership.

KEY CAREER HIGHLIGHTS

Powered a Client From Sub-\$1M to \$10M+ and Acquisition · Custom Client Video-Management Apps · Training Systems That Cut Turnover 38% · Recognized for Skill Range, Visual Quality, Cinematic Storytelling & Output at Scale

Memory Mill Media

Video Production Specialist | Houston, Texas | Jan 2014 - Present

- Produced the video program for a client that grew from a sub-\$1M practice to a \$10M+ valuation and acquisition over five years, contributing an **18:1 return on marketing spend in a single quarter** and **bookings tripled in twelve months**.
- Drove **956% organic search growth in six months** at that account and 934% at another, and **183 new client acquisitions in one year**, through a consistent publishing cadence built around video.
- Delivered **roughly 200 finished videos over five years** at a **reshoot rate under 2%**, and **cut revision rounds 60%** with a client review platform, as the single point of accountability from script to final master.
- Built **Systemized Training**, a complete video-based hiring, onboarding and HR system spanning production and LMS design, which **reduced staff turnover 38%**.
- Designed and developed **Video Command** and **Studio Command**, custom client apps to pick topics and oversee the full path from idea to production, approval and an organized video vault, with private team invites, chat, dashboards and multi-location support.
- Engineered the production workflows in Trello, Airtable and Monday.com, and manage major accounts through trusted CRM systems.
- Own the full lifecycle in DaVinci Resolve Studio and Adobe Creative Suite: scripts, storyboards and schedules; directing, camera, lighting and audio; editing, graphics, animation, sound design and color, accelerated with AI tools for transcription, captioning and audio cleanup.
- Extend into the surrounding deliverables: WordPress sites with copy and technical and organic SEO, plus web and social graphics in Photoshop and Canva Pro, backed by a premium licensed asset library.

Independent / Freelance

Video Producer & Editor | Dubai, UAE | Aug 2010 - Dec 2013

- Produced and edited broadcast, airline and documentary content, including news packages for **CNN and CNBC Europe** against fixed transmission deadlines, and launch films for **Emirates Airlines' first Airbus A380 flight**, delivered against an immovable public launch date.
- Produced inflight entertainment for Emirates and Qatar Airways, and delivered English, French and Arabic voice-over and localization for Pepsi, Coca-Cola, Nokia, Garnier and Jumeirah, plus documentary work with the UN World Food Programme.

Rolling Thunder

Senior Video Editor & Director | Dubai, UAE | Jan 2006 - Aug 2010

- Produced, directed and edited commercial and corporate content for **IBM** across Europe, the Middle East and Africa, plus ADGAS, Peugeot and regional brands.
- Introduced 2K RAW ingestion and color processing, bringing finishing in house, and directed the company's first television commercials, opening a new service line.

Leo Burnett MENA

Video Editor | Dubai, UAE | Feb 2001 - Jan 2006

- Edited commercials, corporate films and internal communications for **Procter & Gamble, Philip Morris, General Motors, Cadillac and Chevrolet** through Impact BBDO, Publicis and Grey.
- Built Arabic and English localization versions of international campaigns from a single master, holding every market to one release date.

Cutting Edge / Signature Productions

Assistant Video Editor | Beirut, Lebanon | Aug 1999 - Jan 2001

- Commercial, documentary and music video post-production for McDonald's MENA, Procter & Gamble and Saatchi & Saatchi, covering editing, graphics, media management and Arabic and French voice-over.

CORE COMPETENCIES

PRODUCTION & DIRECTION

- Pre-Production, Production, Post-Production
- Scriptwriting, Storyboards & Shot Plans
- Directing & On-Camera Talent Coaching
- Camera Operation, Lighting & Audio
- Cinematography & Composition
- Documentary, Corporate & Broadcast Video
- Multilingual Localization & Voice-Over

POST, DESIGN & TOOLS

- DaVinci Resolve Studio, Avid, Final Cut Pro
- Adobe Premiere Pro & After Effects
- Adobe Creative Suite, Photoshop, Canva Pro
- AI-Assisted Editing & Workflows
- Graphics, Animation & Visual Effects
- Audio Mixing & Editing, Color Grading
- WordPress, Web Design & SEO

SYSTEMS & PROGRAM MANAGEMENT

- Video Workflow & Systems Design
- Client Video Asset Management Apps (Glide)
- Training & Instructional Video, LMS Design
- Subject Matter Expert Collaboration
- Project Management: Trello, Airtable, Monday
- Account Management & CRM Systems
- Microsoft Office & Google Workspace

EDUCATION

Lebanese Academy of Fine Arts | Bachelor of Arts in Cinematography | Focus: Television Direction | Graduated: 1999