

# SHADY SHEHATA

CREATIVE PRODUCTION LEAD | POST-PRODUCTION MANAGER | AI COMMERCIAL FILMMAKER

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Portfolio: [portfolio.shadyshehata2026.chatgpt.site](https://portfolio.shadyshehata2026.chatgpt.site)

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## PROFESSIONAL PROFILE

Creative production leader with 8+ years turning campaign ideas into treatments, shoots, and polished film and social delivery. Currently leads a 3-5 person post-production team at Lignum Media and integrates AI-assisted workflows across editing, review, quality control, and final delivery. Combines campaign thinking, First AD and on-set execution, and hands-on post-production across Egyptian and Saudi-facing content.

## CORE EXPERTISE

Creative Production | Campaign Concepts and Treatments | Storyboards and Shot Lists | First AD and On-Set Execution | Post-Production Leadership | AI-Assisted Video Workflows | Editing, Motion, Color and Sound | Team Leadership | Client Presentations

## PROFESSIONAL EXPERIENCE

### LIGNUM MEDIA | Cairo, Egypt May 2024 - Present

Post-Production Manager and AI Artist | Jan 2025 - Present; Senior Video Editor | May 2024 - Dec 2024

- Lead a 3-5 person post-production team across editing, review cycles, AI-assisted creation, quality control, and final delivery for branded and commercial content.
- Translate briefs into production-to-post workflows and integrate Higgsfield and Seedance 2.5 with Premiere Pro and After Effects.
- Earned promotion from Senior Video Editor to Post-Production Manager and AI Artist.

### VISION TV (VBC TV) | Saudi Arabia | Remote Feb 2024 - Jun 2026

Senior Video Editor and AI Artist

- Edited broadcast and digital programming, delivering platform-ready content and AI-assisted visuals with consistent pacing and visual quality.

### O FILM AGENCY | Egypt Jan 2024 - May 2024

Senior Video Editor

- Shaped story structure, pacing, graphics, sound, and final delivery for branded and commercial films from creative brief and production footage.

### ANIMATE MEDIA PRODUCTION | Sohag, Egypt 2018 - Aug 2023

Founder and Creative Director

- Founded and led a production studio, developing concepts, directing shoots, managing clients and crews, and overseeing scripts, shot lists, edit, color, sound, and delivery.

## SELECTED CAMPAIGN AND PRODUCTION WORK

Fayoum Oncology Center: First AD | Directorial Execution | Post-Production Manager | AI Workflow Lead - Planned production flow and led post and AI integration for a privacy-sensitive awareness commercial.

Nawy Summer Promo 2026: Creative Strategy Proposal - Unproduced - Developed the big idea, script, hero-film treatment, AI social-content model, platform plan, rollout package, and client presentation.

Katch Up with Inji Ali: Concept Creator | First AD | Post-Production - Created and helped execute a long-form interview format during El Gouna Film Festival, then led final delivery.

Commercial Production Credits: BOHO Sokhna: First AD, shot-list creator, and visual-flow planning. Breakfast: First AD. Vodafone Business: on-set editor supporting pacing, continuity, and rough assembly.

## EDUCATION, TRAINING AND TOOLS

Education: B.Sc. in Chemistry and Zoology, Sohag University, 2015 | Training: Filmmaking with Dr. Ali Badrakan, Cairo, 2022

Tools: Premiere Pro, After Effects, Higgsfield, Seedance 2.5 | Languages: Arabic (Native), English (B2)