MUHAMMAD SAEED.
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EXPERIENCE

Founder
The Breakdown Show
Jan 2026 – Present

Explosive Launch & Growth: high-impact launch strategy that achieved **150k+ organic reach on Instagram within the first 30 days**, establishing immediate authority in the creative education niche.
End-to-End Creative Ownership: Spearheaded 360-degree from creating the whole concept, production, including brand identity design, technical setup, hosting, and post-production, for a professional output from day one.
Multimedia Production: Managed the technical workflow of long-form audio/video recording and post-production, maintaining high-fidelity standards across all distribution channels.

Creative Copywriter *(Full time)*
Blue Holding
Apr 2025 – Present · Alexandria, Egypt · On-site

- Write creative copy across multiple mediums including **ads, stories, commercials, teasers, websites, company profiles, and event scripts**.
- Develop **MC content and storytelling concepts** for live and corporate events.
- Work on diverse scopes such as **medical** and **automotive** industries.
- Take the lead **from brief to concept to final solid idea**, ensuring creative alignment with brand objectives.
- Collaborate closely with the creative and production teams to bring concepts to life.
- Contribute to **direction during production** and guide editors throughout the **post-production phase**.
- Ensure every piece of content delivers a strong, cohesive message and reflects the brand's tone and identity.

Creative Copywriter *(Hybrid)*
Tayarah World
May 2024 – October 2024 | New Cairo, Egypt

- Crafted strategic copies for various multimedia campaigns, ensuring alignment with brand voice and audience engagement.
- Transformed client briefs into ideas and full copy, whether it was an Ad with any Genre, or a branded content, or even an episodic drama storylines, the goal was to deliver innovative solutions
- Collaborated with cross-functional teams, including designers and strategists, to develop creative concepts that elevated client messaging.
- Managed multiple projects effectively, meeting tight deadlines and put considerations to budget constraints while maintaining high-quality output.

Social Media Director *(Full-Time)*
Gammal.Tech
December 2022 – April 2024 | Alexandria, Egypt

- Directed social media strategy, achieving a 20% increase in sales within two months by aligning content with audience insights.
- Produced and hosted Egypt's first podcast focusing on programming education, culminating in a motivational episode with the CEO of Gammal.Tech.
- Created impactful video content and managed a media team, driving a 106% increase in website traffic and boosting customer engagement metrics.
- Oversaw creative direction, from scriptwriting to production, ensuring consistent brand messaging and audience resonance.

Videographer and Editor *(Part-Time)*
Iskala Business Solutions
April 2023 – Present | Alexandria, Egypt

- Edited and assembled raw footage to create high-quality courses, ensuring alignment with brand strategies and timely delivery.
- Produced engaging short and long-form media projects, enhancing brand storytelling and audience engagement.

PROJECTS

Content Director *(Freelance)*
NEOM Upskill Filmmaking Camp
November – December 2023 | Saudi Arabia

- Spearheaded a dynamic 4-week filmmaking camp aimed at empowering individuals through technical skill-building, creativity, and self-expression.
- **Content Development**: Curated and developed engaging filmmaking content tailored to diverse skill levels, ensuring accessibility for participants of varying expertise.
- **Curriculum Design**: Designed a comprehensive curriculum covering scriptwriting, pre-production, shooting, editing, and post-production, offering participants a holistic understanding of the filmmaking process.

Videographer and Editor
***AUC** V-Lab Program*
April 2023 – May 2023

- Filmed and edited lecture videos into engaging short-form content with high-quality video and audio production.

Director
Owl Coffee Campaign
November 2022 – December 2022

- Directed a team of actors and videographers, utilizing digital storyboarding tools to execute creative ideas.
- Negotiated with clients to align deliverables with strategic objectives, ensuring client satisfaction.

EDUCATION

Nuclear and Radiation Engineering
Alexandria University, Faculty of Engineering
2020 – Present | Alexandria, Egypt

SKILLS

- **Creative Tools**: Adobe Premiere, Photoshop, canva,AI variant tools
- **Soft Skills**: Leadership, Creative Writing, Project Management, Fluent in English.
- **Specialties**: copywriting, Digital Storyboarding, very high presentation skills