SYED SAAID ALI

Digital Brand Management | AI Content & Design | UI/UX | Digital Marketing

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PROFESSIONAL SUMMARY

Media Studies undergraduate (BS Honors, Journalism & Communications; CGPA 3.84/4.00 through six semesters; graduating June 2027) with hands-on experience in brand content, digital publishing and multimedia storytelling. Most recently at Tisoro Global, a Dubai-based MNC, wrote 100+ scripts for AI video generation and worked on 100+ reels and 40+ brand posters for an audience across 30+ countries. Equally at home on a shoot (brand campaigns, commercial ads) as in UI/UX design, AI content tools, graphic design and social media strategy. Now looking to pursue a Master's in Communication, Media Studies, or Digital & Social Media, and keen to contribute through research and teaching assistantships.

CORE COMPETENCIES

Digital Content Creation • *AI-Assisted Design & Ideation* • *UI/UX Design (Figma)* • *Social Media Strategy* • *Brand Storytelling* • *Video & Multimedia Production* • *On-Set Brand Production Management* • *Digital Publishing*

PROFESSIONAL EXPERIENCE

Digital Brand & Marketing Intern | *Tisoro Global (Dubai-based MNC)* Jul – Aug 2026

- Drafted 100+ scripts for AI video generation — podcasts, interviews, program explainers, testimonials and corporate-occasion content — maintaining shot-to-shot continuity of subjects, lighting and settings; every script refined through senior editorial review.
- Researched and drafted Citizenship- and Residence-by-Investment program content and nationality-based eligibility material for clients across 30+ countries, under strict accuracy standards; built Figma frame rundowns to pre-visualise AI sequences and catch continuity errors before generation.
- Contributed to 100+ short-form reels alongside senior editors: rough cuts, transitions, masking and frame-level repair of AI-generated footage, plus audio levelling and voice-to-picture sync (Premiere Pro, CapCut Pro).
- Edited and prepared 40+ brand-compliant posters and static graphics with senior designers, integrating and retouching AI-generated assets across a family of named sub-brands (Photoshop, Illustrator, Figma, Canva).
- Helped build multi-angle AI character sheets and synthetic voices for identity-protected testimonial content, keeping face, wardrobe and voice consistent across sequences.

Digital Content & Brand Production Intern | *Alkhidmat Foundation* Jun 2026

- Contributed to end-to-end production of brand promotional videos and social media reels — from concept to on-location execution (Sea View) — supporting the organization's digital storytelling and outreach goals.
- Took on an on-screen talent role in brand promotional reels, helping shape authentic, audience-first content built for social media consumption.
- Coordinated cast members and on-set logistics to keep brand messaging and production timelines consistent across multiple shoots.

Brand Production & Assistant Director Intern | *GFS Builders* Jan 2025

- Supported the director and wardrobe stylist on a real-estate brand's commercial advertisement, helping maintain visual and brand consistency across every scene.
- Managed on-set production logistics and scene continuity, coordinating across departments to meet creative and brand standards under time pressure.
- Gained direct exposure to how a commercial brand narrative is planned, shot, and assembled for market release.

Public Relations & Digital Media Intern | *Directorate General Public Relations, Naval Headquarters* 2022 (2 Months)

- Supported public relations and digital media initiatives for a large institutional stakeholder, gaining exposure to structured corporate communication practices.
- Assisted in coordinating media communications and public-facing digital content, strengthening understanding of message consistency across audiences.

Digital Media & Content Intern | *BOL Media Group* 2022 (3 Months)

- Worked across the digital web desk and social media departments, contributing to multi-platform digital publishing workflows.
- Supported newsroom operations and digital content creation, building a strong grasp of fast-paced content cycles, audience engagement, and editorial timing — skills directly transferable to always-on brand content calendars.

SKILLS

UI/UX & Design: Figma (web & app UI/UX design), AI-assisted design workflows (Google AI tools), Adobe Photoshop, Adobe Illustrator, GIMP, Canva

Video & Multimedia Production: Adobe Premiere Pro, Filmora, CapCut, on-set direction & production coordination

Digital Marketing & Social Media: Social media marketing & strategy, digital marketing & media planning (Excel/Spreadsheet-based reporting)

Brand & Production Management: On-set coordination, continuity & wardrobe management, cross-team collaboration, production logistics

Generative AI Tools: Claude, ChatGPT, Gemini, Google Flow, Higgsfield, HeyGen, Nano Banana, GPT image generation, AI voice generation

CERTIFICATIONS

Google Digital Marketing & E-Commerce Specialization — Coursera (2025)

Social Media Marketing — Greenwich University (8-week course, 2021)

Microsoft Office 2010 — Aptech Computer Education (2016)

EDUCATION

BS (Honors) Media Studies — Journalism & Communications
Institute of Business Management (IoBM) | 2023 – June 2027 (expected) | CGPA 3.84/4.00 (through 6th semester), on track for 3.8+

Beaconhouse School System
2009 – 2023 | O-Levels: 3 A*, 4 A, 2 B • A-Levels: 1 B, 2 C