

# Armeen Mashini

## Content Officer and Freelance Videographer

A driven creative media professional with proven expertise in content strategy and video production. Combining digital marketing insight with hands-on production, I deliver compelling storytelling across social platforms, campaigns, and brand visuals. Experienced in creating content for high-profile individuals, events, and campaigns across organic and paid channels, with measurable results.



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Mashini

## SKILLS

Adaptability

Analytical

Audio/Video Editing

Content Creation

Copywriting

Collaborative

Detail Driven

SEO content writing

Project Management

Social Media  
Management

Work under Pressure

Video Scriptwriting

## LANGUAGES

English

*Native or Bilingual Proficiency*

Spanish

*Native or Bilingual Proficiency*

## WORK EXPERIENCE

### Content Officer

Birmingham City University

04/2024 - Present

*Achievements/Tasks*

- Created content for high-profile individuals including Ade Adepitan, the Lord Mayor of Birmingham Ken Wood, and Her Excellency Dr Fatou Bensouda, with one piece featured as part of the regional *Beyonder* campaign, which reached over 500,000 views.
- Delivered 50+ video projects across diverse sectors such as law, biomedical sciences, sport, and fashion, reaching over 50,000 students organically via social media.
- Led content strategy and production for internal and external digital platforms, delivering multimedia content across social media channels, blogs, newsletters, and web pages.
- Analysed content performance and SEO trends using Social Status and Looker Studio, refining strategy to align messaging with audience and institutional goals.
- Collaborated with business partners, academics, students and senior leaders. Consistently praised for high-quality output, professionalism and availability.

### Freelance Videographer and Editor

LCA Production/Screenmud

08/2023 - Present

*Achievements/Tasks*

- Produced visually captivating music videos using DaVinci Resolve that garnered over 1 million views on YouTube.
- Managed 2+ large-scale productions for Sony Music Entertainment within budget, achieving 20% cost savings while maintaining quality.
- Edited footage with advanced colour grading, audio editing, and video editing techniques to uphold brand integrity.
- Leveraged YouTube Analytics to help track and optimise key performance indicators, resulting in a 40% increase in total watch time.
- Analysed viewer comments and feedback, making iterations to thumbnails and video titles, leading to a 15% improvement in overall viewer satisfaction.

### Waiter/Bartender

Murger Han

11/2022 - 06/2023

*Achievements/Tasks*

- Demonstrated strong communication skills through effective interaction with diverse customers.
- Produced compelling copy for featured menu items, employing vibrant language, enticing descriptions and contributing to a 15% increase in sales during promotional periods.

## LANGUAGES

Arabic

*Limited Working Proficiency*

Farsi

*Limited Working Proficiency*

## KEY TOOLS

Adobe After Effects,  
Photoshop, Premiere  
Pro, InDesign

Asana      Canva

CapCut

DaVinci Resolve

Dropbox

Youtube Studio

Instagram

TikTok

Google Analytics

Google Docs

Meta Business Suite

Microsoft Office

Logic Pro X

Looker Studio

Social Status

Vepple

## CREATIVE CAMPAIGNS/PROJECTS

### Innovation Festival 2025 (03/2025 - 07/2025)

- As Project Lead, I managed end-to-end content delivery for a weeklong university-wide event. I planned, filmed, edited, and supervised 4 video productions, coordinated the communications strategy, and generated 20,000+ views across platforms.

### Look at Me Now (04/2024 - 09/2024)

- Provided copywriting for taglines and assisted with photography for the *Look at Me Now* campaign, featured on buses and trams across Birmingham.

### Beyonder (07/2025 - Present)

- Developed visual content and managed creative assets for the *Beyonder* campaign, driving engagement across social media channels and digital platforms.

### Videography (09/2023 - Present)

- Collaborated with Jaz Dhami and 21 Savage, enhancing their visual branding through meticulously crafted content; increased audience engagement by 40% across personal and business accounts.
- Curated short-form content to promote 'BH Urban', a Spain - based fashion brand.
- Organically grew TikTok content to over 25K views and 2K likes.
- Video Portfolio: <https://www.tiktok.com/@screenmud> & LinkedIn.

### Photography (09/2023 - Present)

- Produced photography for BCU's *Tiger Today* newsletter, with one piece headlining the *Times Higher Education* news page.
- Featured as a model on BCU's main webpage.
- Captured professional staff and academic headshots.

### Music (10/2021 - Present)

- Rey Mashini: Independent R&B and Reggaeton artist known for bilingual vocals and atmospheric sounds. Released multiple singles and performed at various venues.
- All songs presented are written, recorded, engineered and co-produced by myself.

## EDUCATION

### BA Film Studies 2:1

Queen Mary University of London

09/2020 - 06/2023

### A-Levels

Ormiston Forge Academy

09/2018 - 06/2020

*Courses*

- Business (B) Product Design (B) Spanish (B)

### GCSE's

Shireland Collegiate Academy

09/2013 - 06/2018

*Courses*

- 8 (Grade 8-5) with 8 in English.