



RIAD HADDAD

Creative Director and Visual Production Expert with 16+ years of experience delivering high-impact video, marketing, and brand storytelling across Lebanon and the Gulf. Proven record in leading productions, managing teams and equipment, driving brand growth through cinematic content, digital strategy & commercial campaigns.

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Experience

Sep 2024 – Present **Creative Director & Filmmaker** (1 yr 5 mo)

RIAD HADDAD FILMS – Beirut, Lebanon [Instagram](#)

- Driving Brand Growth Through Video, Storytelling, Content & Strategy.
- Editing and post-processing designs and creative cinematic visuals.

Aug 2023 – Aug 2024 **Creative Director** (1 yr 1 mo)

AFLAM PRODUCTIONS – Riyadh, Saudi Arabia www.aflamproductions.com/

- Responsible for purchasing the appropriate and suitable Cine-Equipment needed to use for TV Commercials, Music Videos, Documentaries, TV Shows, Short Films and Drama Series.
- Coordinate with the Executive Directors, Sales team and HR to assure organization's strategic alignment.
- Follow up with the clients & DoPs resolving their technical and logistics issues ensuring their satisfaction.
- Managed 'Camera Department' to maintain all devices in proper functioning condition.
- Led 'Lighting Department' to maintain all devices in proper functioning condition.
- Supervised 'Head of Grip Department' to maintain all devices fully operational.
- Supervised 'Transportation Department' to maintain all vehicles in production-ready condition.
- Supervised 'Stock keepers' to regularly check the stock's quantity & condition.

Key Achievement

Successfully delivered two Turkish Drama Series (Autumn in My Heart) & (Mom).

Apr 2010 – Apr 2023 **Founder & Creative Director** (13 yrs 1 mo)

PHOENIX EYE EQUIPPED – Beirut, Lebanon [Instagram](#)

- Responsible for purchasing the appropriate and suitable Cine-Equipment needed to use for TV Commercials, Music Videos, Documentaries, TV Shows, Short Films and Drama Series.
- Generated Sales through creative marketing strategies.
- 'Director of Photography' for famous artists such as: (Wael Kfoury, Ziad Bourji, Adam, Georges El Rassi, Nadine El Rassi, Carla Chamoun, Ali Ahmad and more...). As well as many TV Commercials, short movies, one Drama series and one feature film.
- Office Management (Budgeting, Meetings, Data analysis, Research emerging products, reports).
- Create a website and making efforts to get traffic and visibility focusing on SEO and SEM strategies.
- Create Social Media pages on Meta platforms and regularly posting, reels, captions, stories and boosting.
- Warehouse Management (Stock, Vehicles, Expenses, Security Systems, Organization, Maintenance).
- Hiring, Training, Motivating new and existing employees.
- Implement Cost Savings Strategies by fabricating and modifying locally "work-related stuff".

Key Achievement

Successfully maintained the company's growth and stability for 13 years.

Apr 2009 – Mar 2010 **Photographer - Editor** (1 yr)

TOUBIA STUDIOS – Beirut, Lebanon <https://studiotoubia.com/>

- Weddings, Baptisms, Graduations, Anniversaries, Models and more.
- Post processing videos and photos using professional softwares.

Feb 2007 – Mar 2009 **Lighting & Grip** (2 yrs 2 mos)

PLATFORM STUDIOS – Beirut, Lebanon <https://platformstudios.com/>

- Assist in preparing orders, loading and unloading lighting & grip equipment, cleaning equipment.
- Assist and help Lebanese and foreign 'Directors of Photography' and 'Gaffers'.

Education

- **AIDA International** | Certified Deep water Free Diver – AIDA 2 | 2024
- **NAUI** | Certified Open Water Scuba Diver | 2021
- **ARRI Academy, Munich** | Certified ALEXA Camera Systems | 2019
- **AKU - Al-Kafaat University** | Audiovisual, Communication Arts | 2007-2010
- **Lycée Officiel Al Akhtal Al Saghir** | Bachelor's Economic Science Degree (SE) | 2004-2007
- **Collège du Sacré-Coeur Gemmayzé** | Bachelor's degree | 1993-2004

Characteristics

- **Languages:** English, French, Arabic.
- **Computer Literacy:** Adobe Creative Suite CS, Davinci Resolve, Microsoft Office Suite, Google Workspace, CapCut, Canva.
- **Skills:** Leadership, Positive Attitude, Attention to details, Filming Underwater.
- **Certifications:** Valid KSA Driving License, Lebanese Class 4 & 6 and International Driving Permit (IDP).

My inventory

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| Sony A7 Mark 4 | Sony 28-70mm | GoPro Hero 13 | RODE Wireless Pro | MacBook Pro 13" | FeelWorld 4k 7" | | | | | | | |
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| Manfrotto 516 Head | ND3,6,9,12 ND3,6,9 SE Ultra Polariser | Ronin RS 4 Pro | Panther Car Mount | Redrock Shoulder | Easyrig | | | | | | | |
|  |  |  |  <i>Riad Haddad</i> FILMS | | | | | | | | | |
| Underwater Pro Kit | Teleprompter 7 inch | Horizontal 360 Cam | | | | | | | | | | |
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| Body Mount | iMac 21.5" 4k | Magliner | | | | | | | | | | |
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| POV Helmet | LG PW800 | Time Capsule | Circular Slider | DJI Focus Pro | DJI Transmitter | Dji Osmo 6 | AFI Ring Lights | Godox V1 Pro | Ulanzi VL120 | Strobo Light | | |
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| Matte box | Monitor Cage | A7 4 Cage | Sennheiser hd25 | Boya by-v20 | Handheld Mic | Photo Tripod | Monopod | Dimmers 1k | Apple Box | Foldable Chair | Ladder | |
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| Walkie-Talkie Pro | Gopro Chest | Gopro Head Strap | Scuba Kit | Diving kit | Poly board 1x1 | Chroma 1.5x1.5 | Lastolite reflector | Foldable Tripod | C-Stand | Grip Head | Super Clamp | |
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| PC Stand | HDD 4Tb | Vmount 150w kit | Np-f970 Batts | Np-fz100 Batts | Pocket LED | Colored Gels | Extension GH | Pipe Hooks | Clamps | Sand Bag | Suction Cup | |
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| Gaffer Tapes | Cleaner & Blower | Hdmi&Sdi Cables | Focus Ring | Laser | Manfrotto Arms | CineFoil | Matthellini | Vise Clamps | Ratchet Straps | Wedges | Power Cords | |
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| Tiffen 4"x4" Clear | Color Checker | Slate | Head light | Mini Tripod | Cine Belt | Rode Holder | Measure Tape | Hex & Star keys | 16mm Spigots | Levelers | Lamp Holder | |
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| Letherman | Gloves | Flashlight | SD card Microsd | Card Reader | USB Cables | Long Rope | Screwdriver kit | Scissor | Cutter | Safety Straps | Pliers | Wrenches |

Portfolio

Feature Film:

Adam & Georges El Rassi (Trailer available upon request)

Director: Walid Al Hassaniye

Director of photography: Riad Haddad

Music Videos:

Ziad Bourji – El Hob daya3ni – https://www.youtube.com/watch?v=Gfh3_7T1ieA

Director: Rana Zeitouni Mehranian

Director of photography: Riad Haddad

Wael kfoury – El Bent El Awiye – <https://www.youtube.com/watch?v=QqiqISFT15w>

Director: Shehab Shehab

Camera Technician: Riad Haddad

Ali Ahmad – Deni Doulab – https://www.youtube.com/watch?v=XLFLLoJ62Ccl&list=RDXLFLLoJ62Ccl&start_radio=1

Director: Elie Zougheib

Director of photography: Riad Haddad

Carla Chamoun – Masha'er – <https://www.youtube.com/watch?v=cW90wJjvc1c>

Director: Lou Salloum

Director of photography: Riad Haddad

Commercials:

Dar Al Amal – Violence against Women - <https://www.facebook.com/tonyeliynot/videos/10158443015525549>

Director: Tony Kanaan

Director of photography: Riad Haddad

Megaman – <https://vimeo.com/389704181>

Director: Ahmad Chebbani

Director of photography: Riad Haddad

Babylight – https://vimeo.com/395260648?fbclid=IwAR3mTzN_H_siM4MsD0dn7ziYD6Op-BHQ5TLm-W767

Director Ahmad Chebbani

Director of photography: Riad Haddad

Violence Against Women

https://www.instagram.com/p/CIBBI1JO3r/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==

Director: Tony Eli Kanaan

Director of photography: Riad Haddad

Voyageur Jewellery – https://www.youtube.com/watch?v=BUQ4P_OkiZc

Director: Fouad Choufani

Director of photography: Riad Haddad

Social Media Portfolio:

'Phoenicia Real Estate: https://www.instagram.com/phoeniciareal_estate?igsh=MWJwcWRpYWk3cWlldg==

'Mamma in Cucina' restaurant: <https://www.instagram.com/mammaincucina.lb?igsh=MXNscDQ3em9xbDZuZA==>

'Bi Beirut' restaurant: <https://www.instagram.com/bibeirut?igsh=OHhhcTJrMWlqdHk=>

'Jimmy's' Fast Food restaurant: <https://www.instagram.com/jimmys.lb?igsh=MW9jdDY3eXhua3FzNQ==>

'Copti Neon' Signs & Metal Services: https://www.instagram.com/copti_neon?igsh=Mm94eHNueDdoN3A=