

SABINE KREIDIEH

Film Production Coordinator, Visual Planner, Art Director

Bridging visual storytelling with on-set execution.

Beirut, Lebanon, American-Lebanese

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ABOUT

Production coordinator, visual planner, and art director working across film and visual content in the MENA region. My experience spans feature films, commercials, documentaries, digital content, and photoshoot productions.

My approach is grounded in clarity and execution, transforming scripts, references, schedules, and director's notes into practical visual frameworks that support efficient and cohesive work on set.

Working across departments, I ensure alignment between vision and production, helping projects move forward with structure, precision, and consistency from prep through shoot.

FEATURE FILMS

Cluster of Light	Production Coordinator and Visual Planner, Valkyries in Ouarzazate, Morocco, 2026. Director: Alejandro Toledo, Executive Producer: Philippe Skaff, Line Producer: Alain Toubia. - Developed and updated daily and weekly visual shooting boards across a 50-day international production schedule. - Translated plan de travail, scripts, sequences, animatic references, and director notes into clear visual planning tools. - Selected, generated, and organized storyboard frames, AI references, and animatic visuals to support previsualization. - Built and maintained still shots storyboard systems by chapter, sequence, chronological order, and shooting day. - Coordinated between director, AD team, production, and departments to adapt visual boards to daily production changes. - Prepared A3/A4 visual documents for director, crew, and on-set reference.
Trip to Jerusalem	Production Coordinator, Madame Le Tapis in Beirut, Lebanon, Feb-May 2025. Directors: Zarazir Brothers. - Managed scheduling and cross-department coordination. - Supported production workflow from pre-production through wrap.

CREATIVE PROJECTS

Ayoung Kim Project	Producer, independent artist project in Riyadh, Saudi Arabia, Nov 2024-Jan 2025. Produced a project with Korean visual artist Ayoung Kim exploring South Korea's economic rise through Middle Eastern construction projects in the 1970s-80s, migration, oil politics, displacement, and the televised surrealism of the Gulf War.
Ministry of Education Campaign	Producer, awareness campaign in Saudi Arabia, 2023, 21 videos.
Theater and Performing Arts Commission Documentary	Content Production, Plot Film Productions in Saudi Arabia, 2023.
Search for Common Ground - Sure Can Do	Director and Content Producer, Search for Common Ground in Lebanon, 2016-2022.
Abaad - Family Violence in the Time of Corona	Art Direction, Abaad MENA in Lebanon, 2020, short film directed by Robin Eid.
Abaad Content Projects	Director and Content Producer, Abaad MENA in Lebanon, 2016-2022.
Maxon.me / Jumpcut Lebanon	Art Direction, Jumpcut Lebanon in Lebanon, 2016-2022, 6 videos.

COORDINATION

Visit Qatar - #HayyakumQatar	Producer, Laser Films x Impact BBDO in Doha, Qatar, 2023.
Baladna Ramadan Campaign	Production Management, Palm 360 in Doha, Qatar, 2023.
Msheireb Properties - Garangao	Line Production, Msheireb Properties in Doha, Qatar, 2023.
Qatar Foundation - Akhlaquna Ramadan Campaign	Line Production, Wefilmunited in Qatar, 2023, 6 videos.
Need a Fixer / NEOM Project	Fixer and Production Services, NEOM Project in Saudi Arabia, 2023.
Netflix / AlUla Films / Ideation Studios / Jal Al Wadi	Production Assistant, AlUla / Ideation Studios / Jal Al Wadi in Saudi Arabia, 2023.
Ooredoo	Assistant Producer, freelance in Lebanon, 2016-2022.
USAID	Assistant Producer, Road2Films in Lebanon, 2018-2022.
UNHCR / OHCHR / UNESCO	Assistant Producer / Production Support, Road2Films in Lebanon, 2018-2022.

DOCUMENTARIES

PepsiCo Documentary	Production, Madarcomm in MENA, 2025-2026.
Al Fardan Documentary	Production, Al Manaa Group / Al Mana Media in Doha, Qatar, 2023.
Saudi Theatre Documentary	Production / Content Production, Plot Film Productions in Saudi Arabia, 2023.
Theater and Performing Arts Commission Documentary	Content Production, Plot Film Productions in Asir Region, Saudi Arabia, 2023.
AJ+ - Human Story / Documentary Content	Documentary Direction, Road2Films in Beirut, Lebanon, 2018-2022.
Road2Films Social Media Documentaries	Assistant Art Direction and Documentary Production, Road2Films in Beirut, Lebanon, 2018-2022, USAID, UNHCR, OHCHR, UNESCO, AJ+, Zinet El Sofra.

TV COMMERCIALS AND ADS

Dubai Bling - Season 3 and Season 4	Associate Art Department, Different Productions in Dubai, United Arab Emirates, 2024.
Asia Cell Campaign x2	Line Production, XD Station x M&C Saatchi MENA, on-site, May-Jul 2025.
Geely Preface	Production Management, Black Rhino in Dubai, United Arab Emirates, 2024.
Sidra Medicine	Production Management, Black Rhino x Memac Ogilvy in Qatar, 2024.
Bazooka Campaign	Production Management, Black Rhino x Tonic in Lebanon, 2024.
Asian World Cup 2027	Line Production, APEX Productions in Saudi Arabia, 2023.
Alromasiah KSA - Flag Day	Line Production, Whizz Films in Riyadh, Saudi Arabia, 2023.
Al Romansia Commercial	Line Production, Whizz Films in Riyadh, Saudi Arabia, 2023.

ACCOUNT MANAGEMENT

Madarcomm - PepsiCo	Account Management, Madarcomm, MENA remote, Jun 2025-Jan 2026. - Managed end-to-end communication, content delivery, and client servicing for the PepsiCo account. - Oversaw briefs, approvals, and coordination between creative and production teams. - Maintained workflow alignment between internal teams and client while supporting strategic planning and brand execution across platforms.
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FESTIVAL, SEMINAR AND CERTIFICATE

Lebanese Independent Film Festival (LIFF)	Film Festival Organiser, LIFF in Beirut, Lebanon, Feb 2025. - Ensured festival films were ready and available for screening. - Managed Q&A sessions with filmmakers and representatives. - Introduced filmmakers and representatives to the audience. - Assisted with on-site organizational needs, awards ceremony coordination, and regie execution.
Cinema for Peace Summer Camp Academy and Film Festival	Certificate of Participation, Beirut Film Society in Beirut, Lebanon, Aug-Sep 2023. Project Peace Builder Award Winner. Participated in the Cinema for Peace program promoting SDG16: Peace, Justice and Strong Institutions.

CORE SKILLS

AI and Productivity Tools	ChatGPT for research, content structuring, and workflow optimization.
Software	Microsoft Office Suite, PowerPoint, Word, Excel, Apple Keynote, Google Workspace, Pro Tools.
Creative	Storyboard Drawing, Visual Storyboarding, Visual Planning and Previsualization, Visual Presentation Development.

EDUCATION

Saint Joseph University - IESAV	Bachelor's Degree in Cinematography and Audio-Visual Studies, Beirut, Lebanon, 2008-2012.
Ecole Francaise de Jeddah	Jeddah, Kingdom of Saudi Arabia.

LANGUAGES

Arabic, Native. English, Fluent. French, Fluent.