EMANUEL GAD ALLAH

MARKETING · CREATIVE DIRECTION · VIDEO PRODUCTION

CONTACT

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EDUCATION

Bachelor in Marketing (par cumul)
HEC Montréal / Université de Montréal
Expected Winter 2027

- Certificate in Advertising & Creative Communication (completed 2025)
- Certificate in Business Management (completed Summer 2026)
- Certificate in Marketing Management (in progress, Winter 2027)

ACS, Television & Film Production
Trebas Institute, Montréal
2022

French Baccalauréat, Série S (International)
Lycée Français d'Alexandrie, Egypt
2020

SKILLS

Marketing
Campaign strategy, digital advertising, brand visibility, promotional materials

Project Management
Scope, scheduling, budgeting, client relations, cross-team coordination

Creative Direction
Concept development, campaign storytelling, creative direction

Direction & Camera
Directing, cinematography, lighting, visual storytelling

Post-Production
DaVinci Resolve, Adobe Creative Suite

AI & Tools
Higgsfield, Claude, AI video & image generation, MS Office

LANGUAGES

English (fluent)
French (fluent)
Arabic (fluent)
Spanish (intermediate)
IELTS certified (2020)

SELECTED CLIENTS

Ideal Security
Kyodan Active
Bemma Design
Amir Architect
Churches & non-profit organizations

PROFILE

Marketing student at HEC Montréal completing a Bachelor in Marketing, with four years of commercial experience running client campaigns and directing the content they run on. Certified in advertising and creative communication and in business management, and trained in film and television production at Trebas Institute, able to shape a campaign's strategy, manage the project, and then direct and cut it. Fluent in English, French and Arabic.

EXPERIENCE

Freelance Director, Cinematographer & Content Producer — 2025 to Present
Montréal, QC

- Produce branded and commercial video for Montréal clients, from creative concept through final delivery.
- Run the full pipeline independently: treatment, shoot, lighting, edit, colour, sound, quoting and scheduling.

Producer & Creative Director — 2024 to 2025
Studio Bound, Montréal, QC

- Led video ad campaigns from brief to delivery for Ideal Security, Kyodan Active and Bemma Design.
- Pitched creative concepts to clients and directed, shot and edited the campaigns that followed.
- Managed campaign timelines, budgets and client relationships across concurrent projects.

Project Manager (Part-time) — 2024 to Present
e-SKY Production, Montréal, QC

- Manage client projects end to end for a creative studio delivering video, motion graphics, graphic design and web development.
- Own scope, schedules and deliverables as the link between clients and the production team.

Marketing Consultant, Video Creator & Editor — 2022 to Present
Amir Architect, Montréal, QC

- Develop marketing strategies and run digital campaigns for an architecture practice.
- Produce and edit video content showcasing architectural projects, plus the promotional materials the campaigns are built on.

Instructor, AI Video & Image Generation — 2026
Mousa Academy (online)

- Designed and delivered a course on AI prompting for video and image generation to a cohort of 20 young creatives, covering prompt construction and integration into real production workflows.

Creator, Director & Editor — 2026 to Present
Diaries of an Egyptian in Canada · @emanuelfahmy

- Write, direct, shoot and edit an original Arabic-language documentary series on life in Canada, published with English subtitles across Instagram, TikTok and Facebook.

Director, Cinematographer & Lighting Technician — Freelance
Nofal Films, Egypt

- Directed and shot narrative and commercial work, handling cinematography and lighting design across all stages of production.

Production Organizer & Camera — Project-based
Joker Mail Productions · @jokermailproductions (16K followers)

- Organized the filming of live Arabic-language shows touring Canada and the United States, covering scheduling, crew coordination and on-site logistics, and operated camera on the shoots.

Volunteer Director, Cinematographer & Editor — Ongoing
Coptic Orthodox Answers (34K followers) · Churches & humanitarian organizations

- Edit the Ask Abouna video series for Coptic Orthodox Answers (@copticorthodoxanswers), cutting each episode to the channel's house style for social distribution.
- Direct, film and edit documentaries and short films that help organizations tell their stories.

ADDITIONAL DIRECTING WORK

Theatre productions (direction) · Documentary films (direction & cinematography)