



ROBERT ABBOUD

Audio-Visual Director

Video Editor, Creative Producer, Filmmaker, Actor,
Music Composer-Pianist & Creative Instructor

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Jordanian
Based in Dubai, UAE
Golden Visa holder

 [LinkedIn Profile](#)



[FULL PORTFOLIO <<](#)

[>> Quick Project Highlights <<](#)

PERSONAL SUMMARY

Audio-Visual Director, Video Editor & Creative Producer with **over a decade of experience** in the media and entertainment industry having **directed-produced 100 projects across a portfolio of 200+ productions**, specializing in commercials, film, TV, and immersive experiences.

A visionary leader passionate about crafting compelling stories that resonates with audiences and drives engagement. **From concept through final production**, I lead the creation of impactful AV content, **blending visuals with original scores** and sound design to amplify each narrative's emotional depth.

Embracing AI and emerging technologies to push creative boundaries, I leverage my **fluency in Arabic and English** and a deep understanding of MENA culture to deliver resonant, compelling content for diverse audiences. I **quickly adapt to dynamic, fast-paced environments** with my strong collaborative skills.

SKILLS



Creative leadership & project management:

Leading E2E production of AV marketing assets from concept to final delivery, ensuring alignment with brand standards, budget, and timelines.



AV production & editing:

Extensive hands-on experience in producing and editing high-quality AV content using Adobe Premiere, Photoshop, After Effects, Final Cut, and other advanced tools for sound design & music composing.



Storytelling & narrative development:

Crafting compelling multi-platform narratives for film, TV, that drive customer engagement.



Interactive & immersive content:

Exploring immersive experiences and storytelling for games, VR, AR, and interactive media, while actively experimenting with the latest AI advancements.



Strategic marketing & content creation:

Developing creative strategies to produce impactful marketing content and assets that boost customer growth and loyalty.



Collaborative team player:

Proven ability to work seamlessly with cross-functional teams, fostering a collaborative environment that enhances productivity and creativity across all stages of production.

WORK EXPERIENCE

CREATIVE PRODUCER & AV DIRECTOR | 2022-CURRENT Freelance, Dubai - UAE

As Creative Producer and AV Director, I lead the creation of commercial, social media, and corporate video content for diverse clients. My role involves collaborating with creative teams, directing shoots, and overseeing editing & sound to deliver high-quality, impactful audio-visuals. I provide hands-on video shooting, editing, sound design and music composition, offering end-to-end services to ensure cohesive and engaging content across platforms. Clients I've worked with: **Rotana Media Group Music division, H&H development, Arab GT TV show, Herogram, Auto Millennium Group, Mishka, Geardoor, Climate Tribe, Rotaract, CFI, Expo2020**. In 2024 I opened my company Magic Glitch LLC.

AUDIO-VISUAL DIRECTOR & FILMMAKER | 2011-2022 Freelance, Amman - Jordan

I collaborated with multiple agencies, production companies and directly with clients, providing comprehensive audio-visual services across various production roles. **Working with agencies like Leo Burnett, TBWA/RAAD, Kiwi, Fluid Productions and directly with clients such as MBC Group, Al Jazeera America, Arab Telemedia Group, Jordan Tourism Board, Ducati, BMW**. I delivered high-quality multimedia projects as a AV director, cinematographer, AV editor, screenwriter and producer developing commercials, Social Media ads, fiction films, series, music videos, musicals, TV shows, documentaries, concerts, events & corporate videos.

FILMMAKER | 2017-2019

Young & Rubicam, Amman - Jordan

As a freelance Filmmaker, I covered roles as Audio Visual Director, cinematographer and video editor, in a variety of projects including social media marketing campaigns, commercials and events. I supported building and managing production teams, cast, and crew, ensuring smooth workflows. Notable clients I've worked with include: Hamleys, W Hotel, St. Regis, Bank of Jordan, Cairo bank.

FILM DIRECTOR | 2016-2018

Jordan Pioneers Multimedia agency, Amman - Jordan

As a freelance Film Director, I led projects from concept development to final execution, translating the client's vision and directing and filming on set with the crew to bring each idea to life. Notable clients I've worked with include: Fine Care, Al Kasih, Edraak, Ahlan Simsim, Ayla.

AUDIO-VISUAL DIRECTOR & FILMMAKER | 2015-2017

Bidaya Marketing and Communication agency, Amman - Jordan

As a freelance lead Filmmaker, I managed end-to-end production, from understanding the client's vision and developing the concept to directing and shooting on set with the team and providing both oversight and hands-on support in video editing. Notable clients I've worked with include: Pepsi, 7Up, Mela, Easy Storage, Philips and Global Network Summit.

OTHER EXPERIENCES

CREATIVE INSTRUCTOR | 2014-2025

Full-time & Part-time - Creative & Interactive Media Education

- Istituto Marangoni Dubai - Innovative Creativity part of progression course "Fashion Styling & Creative Direction" (Nov-February 2025)
- SAE Institute Dubai - Video Editing course 2024
- SAE Institute Jordan - University film lecturer (Screenwriting, Directing & Editing)
- Drama & film instructor at 8 different schools and organizations

MUSIC COMPOSER-PIANIST | 2010-2026

Over 20 piano stage performances, concerts, band jams, choir, and musical score compositions.

ACTOR | 2011-2024

Professional actor in over 30 projects (local & regional series, films, commercials, theater and TV)

EDUCATION

MIDDLESEX UNIVERSITY - LONDON, UK

Bachelor of Arts (With First Class Honors), 2014-2016

Digital Filmmaking with Thesis: Assessing the Feasibility & Potential Effects of an Arabic Musical

NATIONAL UNIVERSITY OF IRELAND - GALWAY, IRELAND

Huston School of Film & Digital Media - Certificate, 2013

Cinema Human Rights & Advocacy

NEW YORK FILM ACADEMY - HOLLYWOOD, USA

Universal Studios Backlot - Certificate, 2012-2013

Acting for Film - Performing Arts & Extra curricular activities

GERMAN JORDANIAN UNIVERSITY - AMMAN, JORDAN

In affiliation with SAE Institute (School of Creative Media Education)

Professional Diploma, 2011-2012 | 2013-2014

Digital Communication, Media, Multimedia, Film & Creative Business

OUTSPREAD COURSES

- Themed Entertainment Design course - Purdue University 2025 (Sept-Dec 2025)
- Digital Marketing Essentials: GVA Academy of Digital Business Leaders - Certificate - 2019
- Directing & Screenwriting for TV Episodic & Film:
Writers Guild Foundation, USC, American Film Showcase, Global Media Makers, Film Independent, US Embassy, The British Council, Institut Français and The Royal Film Commission Jordan - 2013-2021
- Grade 5 Examination (Piano) & Several Music Performances - Trinity Guildhall - 2009 - 2012

AWARDS HIGHLIGHTS

Media Exchange Award at SXSW 2020

Convergence Track - Immersive Media

Interactive Storytelling Development

USC School of Cinematic Arts - AFS

Jury & Audience Best Fiction Awards 2014

Director

One-shot Film "A cold morning in November"

Franco Arab Film Festival

Screened at Cannes Film Festival



Commercial Winner - My Cup 2011

Regional Commercial Competition

Nescafe Arabia

LANGUAGES

Arabic - English (Bilingual)

BRANDS I WORKED WITH

