



Youssif Salah

VIDEO EDITOR AND PRODUCER

Details

San Francisco
California
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Links

[LinkedIn](#)
[Website](#)
[Youtube](#)

Skills

Adobe Premiere Pro
Final Cut Pro
Adobe After Effects
DaVinci Resolve
Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Storytelling
Audio Mixing
Adobe Audition
Logic pro
360 Video
Drone Pilot
Camera operating
Broadcast
Live Streaming

About

Creative Producer, Video Editor and Award-Winning Storyteller & Content Creator with 15+ years crafting compelling video content and Documentaries for leading brands like Apple, Snap In. (Snapchat) and AJ+ (Al Jazeera). My innovative approach has garnered millions of views, more than 10 awards.

Experience

Content Producer and Video Editor , Snap Inc., Santa Monica (Remotely)

AUGUST 2022 – AUGUST 2023

- As a Content Producer, Editor, and Publisher at Snap Inc. I played a pivotal role in the creation and editing of a highly visible Snapchat original show titled "[Good Luck Los Angeles.](#)" This role encompassed a diverse range of responsibilities, all aimed at delivering engaging and informative content to our audience while maintaining the show's visual sensibility and editorial scope. Editing a high volume of content from multiple sources quickly, within scope.

Key Responsibilities:

- Content Production:** Led and executed all stages of the editing process, from concept to final product and delivery. This involved overseeing aspects such as scripting, editing scripts, video editing using Adobe Premiere, create motion graphics and visual effects with After Effects, keying, compositing, Editing music with Adobe Audition, solid rough cuts and enhance video content ensuring the show met the highest production standards.
- Visual Sensibility and Editorial Scope:** Collaborated with the team to define the visual sensibility and editorial direction of "Good Luck Los Angeles." Maintained a consistent and engaging style that resonated with our audience and aligned with Snap Inc.'s brand.
- Local News and Issues Coverage:** Assumed responsibility for curating and creating content related to local news, issues, and politics in Los Angeles. Actively participated in story selection, conducted research for footage, and identified relevant topics that affected the lives of Angelenos.
- Audience Engagement:** Leveraged my news expertise to identify key points of interest within complex issues and translate them into accessible segments that resonated with our target audience. Continuously sought opportunities to enhance the show's appeal to the local viewership.
- Publishing Schedule:** Collaborated with senior content operations team members to create a publishing schedule that aligned with planned publication dates. Ensured timely release of content to maintain audience engagement.
- Content Publishing:** Actively managed content publishing, ensuring that all materials were ready for distribution. Oversaw the creation of eye-catching images for tiles and thumbnails using Photoshop and Illustrator to enhance the visibility and attractiveness of published stories and posts.
- Content Optimization:** Regularly updated and optimized existing content in accordance with any changes introduced to maintain relevancy and quality.
- Subtitles Application:** Applied subtitles in a word-by-word style to stories, enhancing accessibility and ensuring that all viewers could engage with the content effectively.
- workflow and team management.

Awards

- 2020 National Edward R. Murrow Award TV, Excellence in Social Media
- 2020 Telly Award – Silver General, Online Documentary
- 2018 National Edward R. Murrow Award TV, Excellence in Social Media
- 2019 Telly Award – Gold Social Video, General News
- 2019 Telly Award – Gold Social Video Series & News
- 2018 Society of Professional Journalists award ongoing coverage
- 2018 San Francisco Press Club TV/Video Documentary
- 2018 Telly Award – Bronze Social Video Series & News
- 2018 Shorty Awards Audience Honor
- 2018 Clarion Award TV Documentary Series
- 2018 News & Documentary Award NYC Drone Film Festival

Languages

English
Arabic

Video Editor, Apple, Sunnyvale

SEPTEMBER 2021 – AUGUST 2022

- As a Video Editor at Apple, I had the opportunity to contribute to the Apple Care media production efforts and played a vital role in ensuring the quality and effectiveness of technical video production and editing. My responsibilities encompassed a wide range of tasks, from video editing to asset management and collaboration with board members.

Key Responsibilities:

1. Editing a high volume of video content supporting Apple Care engineers and team.
2. Editing single and multi-cam interviews, green screen shoots, b-roll content, and customer footage using Final Cut Pro and Adobe After Effects
3. Editing Product training videos and demos
4. Color grading and Animation Employed color correction techniques to enhance video Quality and animated titles, lower-thirds and green screen shoots and editing to provide informative and visually appealing motion graphics.
5. Asset Management Took charge of ingesting, managing, organizing, and trans-coding assets and raw footage for post-production. Maintained an organized digital library of media resources.
6. Technical and Training Videos: Specialized in editing technical and training videos, ensuring that complex information was presented clearly and effectively to the audience.
7. Workflow Support: Supported RED and Blackmagic workflows and asset management within the SAN/NAS server environment, ensuring seamless collaboration and efficient file handling.
8. Collaboration: Worked closely with Producers and directors, effectively interpreting and executing their editing scripts to bring their creative visions to life.
9. Multitasking: Managed multiple projects concurrently, maintaining a high level of Quality and efficiency across all assignments.

Video Editor and Cinematographer , AJ+ (Al-Jazeera), San Francisco

AUGUST 2016 – DECEMBER 2019

- During my tenure as an Editor, Cinematographer and producer at Al Jazeera Media Network (AJ+), I played a pivotal role in the development and execution of a short-form documentary show titled "[Direct From with Dena Takruri](#)" This position required me to lead cinematography and editing efforts, resulting in millions of views across various social media platforms and garnering 11 awards for AJ+.

Key Responsibilities:

1. Cinematography and Editing Leadership: Filmed and edited interviews, B-roll content and editing processes for "Direct From" consistently pushing the boundaries of creativity and innovation to engage the audience effectively.
2. Innovative Techniques: Developed and implemented innovative shooting and editing techniques that contributed to the show's success on platforms like YouTube, Facebook, Instagram, and X (Twitter).
3. On-Location Direction: Directed on-location shoots, often operating as a solo shooter and sound technician. Provided valuable guidance to team regarding equipment selection and shooting techniques.

4. **Technical Workflow:** Designed and implemented efficient technical workflows, optimizing the post-production process. Utilized Adobe Premiere, Adobe After Effects for editing, DaVinci Resolve for color correction and grading, integrated brand graphics, and handled audio mixing and editing.
5. **Script Feedback:** Offered constructive feedback on scripting and logging systems, resulting in a reduction of editing time by more than 15%. Streamlined the production process for improved efficiency.
6. **Knowledge Transfer:** Initiated knowledge transfer sessions to educate editors and shooters on improved systems and techniques, fostering a culture of continuous improvement.
7. **Coaching and Training:** Provided coaching and training to editorial staff on filming and audio techniques, ensuring that the team consistently produced high-quality content.

Post-Production Director, THE FILM CLINIC, Cairo

MARCH 2009 – MAY 2016

- Directed editing and post-production operations with budgets of up to \$2M for award-winning film company
- Advanced goals by editing and executing sound design of animated short film “Up The Sky”, and assistant-editing two award-winning narrative feature films, “Clash”, which was in the grand premiere of Cannes Film Festival, and “Ali The Goat”, which was Dubai International Film Festival award winner
- Also edited commercials, reels and trailers including keying green screen
- Oversaw post-production process and partnered with editors, producers, supervisors, film labs, sound editors, negative cutters, CGI studios, and production accountant to achieve project delivery on-time and within budget.
- Devised solutions for technical concerns, needs, budgets and processes to meet deadlines and budgets without compromising quality of project
- Built rapport with PR reps, crew members and talent to guarantee smooth interaction and resolution of conflicts

Video Producer, Editor and Cinematographer, UFILMZ LLC (Self Employed), Oakland

FEBRUARY 2011 – PRESENT

- Orchestrate creation of high-Quality video content for diverse client base
- Main videographer for entire or portions of short news documentaries produced by Vox and Fault Lines Al-Jazeera.
- Production, field, and on-set experience preferred with working knowledge of gear including cameras, drones, Steadicam, gimbals, field/studio audio and lighting.
- Director of Photography for Arab hip-hop artists including Qusai of Arab's Got Talent, Arabian Nights and MC Amin. Directed and edited music video “Umm El-Dunia” which has 6+ million views on YouTube.
- Edited 10 Films for Virtual Cloud Filmmaking Salon, Moxie Institute.
- Filmed and edited trailers for launch of award-winning podcast Jetty AJ+

Education

Bachelor of Accountancy, Alexandria University, Alexandria

SEPTEMBER 2001 – JUNE 2005