

SANDY MATTA

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Inquisitive and creative by nature; enthusiastic about gaining new experiences in content creation of all formats; looking forward to expanding my career in the creative industries and being challenged in a collaborative and forward thinking environment.

I SPEAK

English	NATIVE
Arabic	INTERMEDIATE SPEAKING, READING AND WRITING
French	ELEMENTARY SPEAKING AND WRITING, INTERMEDIATE READING

INTERESTS

Analogue filmmaking
Film reviewing
Sketching and Collage
Middle Eastern food

EDUCATION

University of Southampton • SEP 2019 – SEP 2020
Winchester, United Kingdom

Master of Arts in Global Advertising
and Branding – DISTINCTION

Central Saint Martins • JAN – MAR 2019
London, United Kingdom

Short Course - Introduction to
Advertising

University for the Creative Arts • JUN 2017
Epsom, United Kingdom

Bachelor of Arts in Graphic Design
FIRST-CLASS HONOURS

Central Saint Martins • AUG 2016
London, United Kingdom

Short Course - Set Design for Film
and Television

Al Ain English Speaking School • AUG 2014
Al Ain, United Arab Emirates

AWARDS

2020 – D&AD New Blood Wood Pencil Winner,
including D&AD New Blood Academy

2015 – Winner of “Nescafe Azera by Design” coffee
tin packaging design competition

KEY SKILLS

- Treatment design (Keynote, Slides, PPT)
- Storyboarding
- Social media content creation
- Art direction and copywriting
- Campaign development
- Strategy and content planning
- On set experience (Director, Runner, 2nd AC)
- Voiceover Work



EXPERIENCE

Nowadays • *Film Director* JUN 2023 – PRESENT

Pink Squid • *Junior Art Director* FEB 2022 – JUN 2023

Leading visual direction and concept development of employer branding content in a variety of outputs including film, print and social.

Key clients - Capgemini, Allen & Overy LLP, Luno

Main roles - creative concept development, key art creation, pitching, directing, shoot pre production and post production overseeing

Additional roles - voiceover work, graphic design, production design

RD Content • *Junior Creative* NOV 2020 – AUG 2021
• *Creative* AUG 2021 – DEC 2021

Working mainly in video content for a variety of outputs including TVC and social media.

Key clients - Rovio (Angry Birds), EY, Nahdi Medical, Manchester City FC, Qatar Airways, BambooHR.

Main roles - creative development and treatment creation, pitching, film directing, pre production and post production overseeing.

Additional roles - graphic design, voiceover work, storyboarding, Arabic language assistance

Macmillan International Higher Education (MIHE) • *Junior Designer* NOV 2017 – JUN 2019

Oversaw the cover design process for a majority of small and large scale publications.

Main roles - book cover design, creative ideation, graphic design for all other materials.

Additional roles - Rebranding book jackets and marketing assets, in-house expansion of design team through recruitment of other designer positions.

Recipe Advertising • *Intern* JUL 2017 – AUG 2017

Presented ideas to senior creative teams and assisted with their implementation during initial stages of advertisement campaign development.

Led brand research for widely established brands such as Nurofen and Birdseye.

Supervised photo retouching and visualisation of promotional photography for cosmetic brands.

Envy Post Production • *Post Production Runner* JUL 2017
Work Experience

Shadowed runner teams and assisted with management of high profile clients by overseeing multiple tasks and ensuring client satisfaction.

References

Alexander Klockare-Holland
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Line Manager at RD Content

Becky Fane
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Line Manager