

Murad Irfan

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WORK EXPERIENCE

Identity Media

Mar. 2020 – Present

Co-founder and CEO

Plano, TX

- Lead the entire video production process from pre-production to post-production, including client coordination, scripting, set design, filming, editing, and final distribution.
- Directed and managed diverse video projects, including sporting events, product videos, non-profit campaigns, medical marketing content, and educational videos, ensuring high-quality visual storytelling.
- Produced a three-part marketing series for the Turkish Directorate of Communications, including a documentary and tourism-focused content, generating over 20 million views across platforms. Responsibilities included sourcing interviewees, constructing narratives, and overseeing all aspects of filming and editing.
- Directed a multi-video charity campaign featuring international personalities, raising over \$800k through compelling video content and storytelling.
- Developed and executed long-term video strategies for non-profits and influencers, producing content that led to substantial engagement growth, including increasing an influencer's Instagram following from 1k to 15k in 8 months and generating 7.5 million views.
- Created promotional video content for the 2024 DFW Suhoorfest, driving 40,000 attendees and generating over \$12,000 in sales through a targeted video-based social media campaign.

CAIR-DFW

Aug 2017 – Mar 2018

Intern

Dallas, TX

- Organized events and coordinated with all parties to ensure all that obligations were completed. Events included community information events, teaching members about their civil rights, as well as a gala with over 500 attendees that raised \$50,000
- Created structured and searchable database of key contacts and organizations to streamline communication

EDUCATION

Texas A&M Commerce

December, 2025

B.A. Marketing

Commerce, TX

Collin College

May, 2023

Associate of Arts

Plano, TX

- President of Muslim Student Association

SKILLS

- **Certifications:** LinkedIn Marketing Solutions Fundamentals, Reddit Ads Fundamentals
- **Skills:** Video Production, Photography, Social Media Marketing Strategy and Content Creation (Youtube, Tiktok, Instagram, Twitter, LinkedIn), Adobe Suite (Premier, Photoshop, Lightroom, After Effects), Microsoft Suite (Word, PowerPoint, Excel), Tableau, Grabyo, Event Organizing, Event Logistics, Social Media Management Tools (Hootsuite, Sprout Social, Planoly) Team Project Management (Monday, Clickup) Digital Marketing Strategy, Influencer Marketing Content Marketing, CRM (Hubspot, Salesforce), Brand Strategy
- **Interests:** reading; weightlifting; golfing; social media; event organizing;