
Zaka Mohiuddin

Fairfield, OH • 937-309-2865 • Zakamohiuddin17@gmail.com

Videographer and Marketing Manager

Creative Videographer and Marketing Manager with expertise in producing engaging content, enhancing operational efficiency, and driving customer satisfaction. Skilled in video production, social media engagement, training development, and brand promotion. Proven success in increasing engagement, retention rates, and brand awareness through strategic video initiatives and nationwide event participation.

WORK EXPERIENCE

Data Entry Specialist

January 2024 – April 2024

Guardian Pharmacy

- Entered and verified prescription details with precision and adherence to regulatory standards.
- Efficiently processed medication orders to ensure prompt fulfillment and smooth operations.
- Interacted with patients and healthcare providers to provide accurate information and address inquiries.

Videographer & Marketing Manager

April 2022 – January 2024

Full Throttle Adrenaline Park

- Boosted social media engagement through the production of high-quality targeted video content.
- Increased website traffic by 25% and conversion rates by 15% with an engaging header video.
- Produced and edited over 40 company-wide and commercial videos, resulting in a significant increase in content production and positive feedback from stakeholders.
- Increased SOP compliance and reduced training time through the creation of detailed training videos.
- Improved customer retention rate by 12% through direct outreach and issue resolution.
- Increased brand awareness by attending and promoting the brand at events in various states.

Operations Manager

December 2019 – April 2022

Full Throttle Adrenaline Park

- Promoted from Axe Coach to Assistant manager to Operations Manager
- Enhanced employee skill levels through effective mentoring and development strategies, increasing retention rate by 22%.
- Improved inventory management by optimizing ordering processes for go-kart track parts, paintball equipment, VR equipment, rage room equipment, and other utilities.
- Increased SOP compliance and reduced operational errors through the development and implementation of detailed SOPs.

Assistant Manager

October 2018 – November 2019

Class-Axe Throwing

- Promoted from Axe Coach to Assistant Manager within 3 months of hire date.
- Trained new hires and directed crew members through daily routines.
- Responded to customer complaints, questions and inquiries.

EDUCATION

Associates Degree in Audio Video Production

Cincinnati State Technical and Community College • Cincinnati, OH

High School Diploma

Marysville High School • Marysville, OH

AWARDS & SCHOLARSHIPS

Excellence In Pre-Production

April 2019

College Movie Festival

PROJECTS

Tension Pictures

January 2019 - April 2019

College Movie Festival

During my college years, I undertook a multifaceted role in a film project where I served as Editor, Director, Producer, Camera Operator, and also handled responsibilities as a Location and Talent Scout. This experience allowed me to oversee the entire production process from inception to completion. As the Editor, I meticulously crafted the narrative flow and visual coherence of the film. As Director and Producer, I provided creative vision and ensured logistical coordination, managing both the artistic and practical aspects of the project. Additionally, as the Camera Operator, I captured compelling visuals that aligned with the directorial vision and enhanced the storytelling. As the Location and Talent Scout, I identified suitable filming locations and talented individuals to bring our vision to life, showcasing my ability to scout, negotiate, and collaborate effectively. This comprehensive role equipped me with invaluable skills in leadership, cinematography, organization, and creativity within the filmmaking industry.

SKILLS

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| • Adobe Premiere CC | • Davinci Resolve | • Story Boarding |
| • Area management | • Employee scheduling | • Team building and motivation |
| • Color Grading | • Fluent in English, Hindi, Urdu | • Training & Development |
| • Conflict Resolution | • Project Management | • Video Editing |
| • Content Creation | • Sound Design | • Video Production |
| • Customer Engagement | • Staff training | |