

Ghassan Al Balushi

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EDUCATION

W. P. Carey School of Business, Arizona State University, Tempe, AZ **May 2026**
• Bachelor of Science, Marketing and Minor in Film & Media Production **GPA: 3.90**
• Awards: Dean's List Certificate

Study Abroad Program, Victoria University, Australia **January 2021 – April 2021**
• High level Academic English

PROFESSIONAL EXPERIENCE

Lead Student Photographer & Videographer, Arizona State University, Tempe, AZ **June 2022 – Present**
• Direct end-to-end multimedia production (concepting, shooting, editing) for university marketing campaigns and brand storytelling initiatives.
• Capture high-quality video and photography including b-roll, and campus visuals aligned with ASU brand strategy.
• Execute creative and technical decisions on lighting, composition and camera settings to ensure professional grade output.
• Conduct weekly 1:1 meetings with student workers to assess performance, provide actionable feedback, and support project execution.
• Organize media libraries, footage archives, and project files for efficient collaboration and long-term asset reuse.
• Deliver high-quality content in fast-paced environments, balancing rapid-turnaround requests with long-term productions.

Videography & Social Media Intern, TriMotus, LLC, Phoenix, AZ **January 2026 – May 2025**
• Produced and edited high-performing short-form video content optimized for social media engagement.
• Enhanced visual quality through color grading, captioning, and pacing optimization.
• Implemented hook-driven editing styles and captions to increase viewer retention.
• Built and managed organized media libraries of raw footage and completed edits.

Marketing Internship, Arizona State University, Los Angeles, California **May 2025 – August 2025**
• Developed multimedia content for digital campaigns supporting university marketing initiatives.
• Collaborated with brand and marketing teams across campuses to deliver consistent, high-quality assets.
• Worked in a fast-paced, remote environment while maintaining high production standards.

Freelance Videographer, Editor & Colorist **October 2021 – May 2025**
• Produced branded video content for diverse clients, including global industry leaders such as Saudi Aramco, delivering high-impact visual storytelling.
• Managed full production lifecycle including planning, shooting, editing, and final delivery.
• Balanced multiple projects and deadlines while maintaining high production quality and client satisfaction.

Director & Videographer, Twelve Production, Muscat, Oman. **March 2021 – December 2021**
• Directed and produced commercial video campaigns to elevate brand visibility and engagement.
• Led creative execution including shot composition, lighting design, and post-production styling.
• Collaborated with clients to translate brand objectives into impactful visual narratives.

LEADERSHIP EXPERIENCE

Marketing Director, Omani Students Association Club at Arizona State University **September 2022 – May 2024**
• Led video and digital marketing campaigns to increase event participation and organizational visibility.
• Managed a small creative team and coordinated content calendars and deliverables.

SKILLS

- **Multimedia Production:** Video production, photography, interview capture, storyboarding, shot planning.
- **Technical Expertise:** Professional cameras, lighting setups, audio equipment, RAW/Log workflows.
- **Post-Production:** Adobe Premiere Pro, After Effects, DaVinci Resolve, Color grading and motion graphics.
- **Collaboration & Communication:** Cross-functional teamwork with producers, marketers, and creatives.
- **Additional:** Multilingual communication | Adaptable to travel | Adaptable in fast-paced environments.