

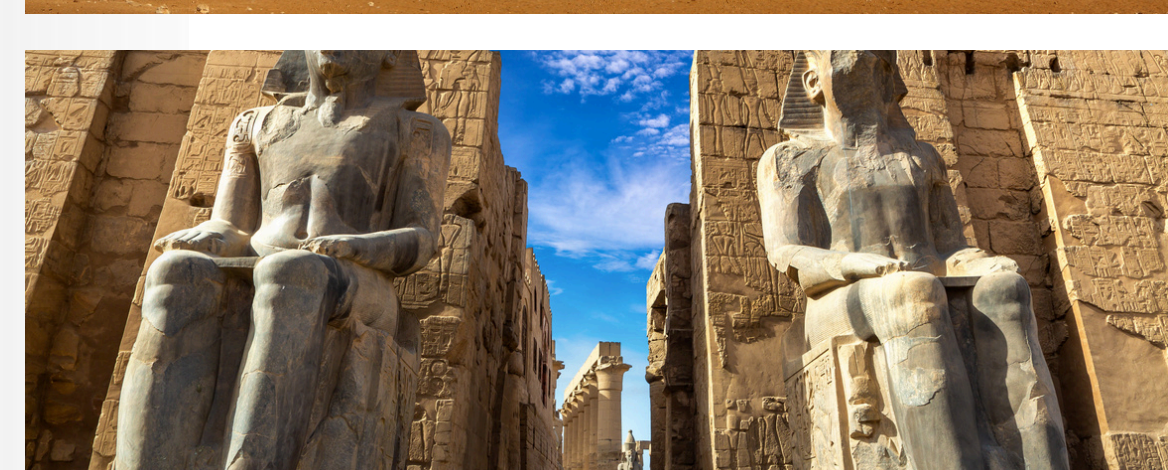
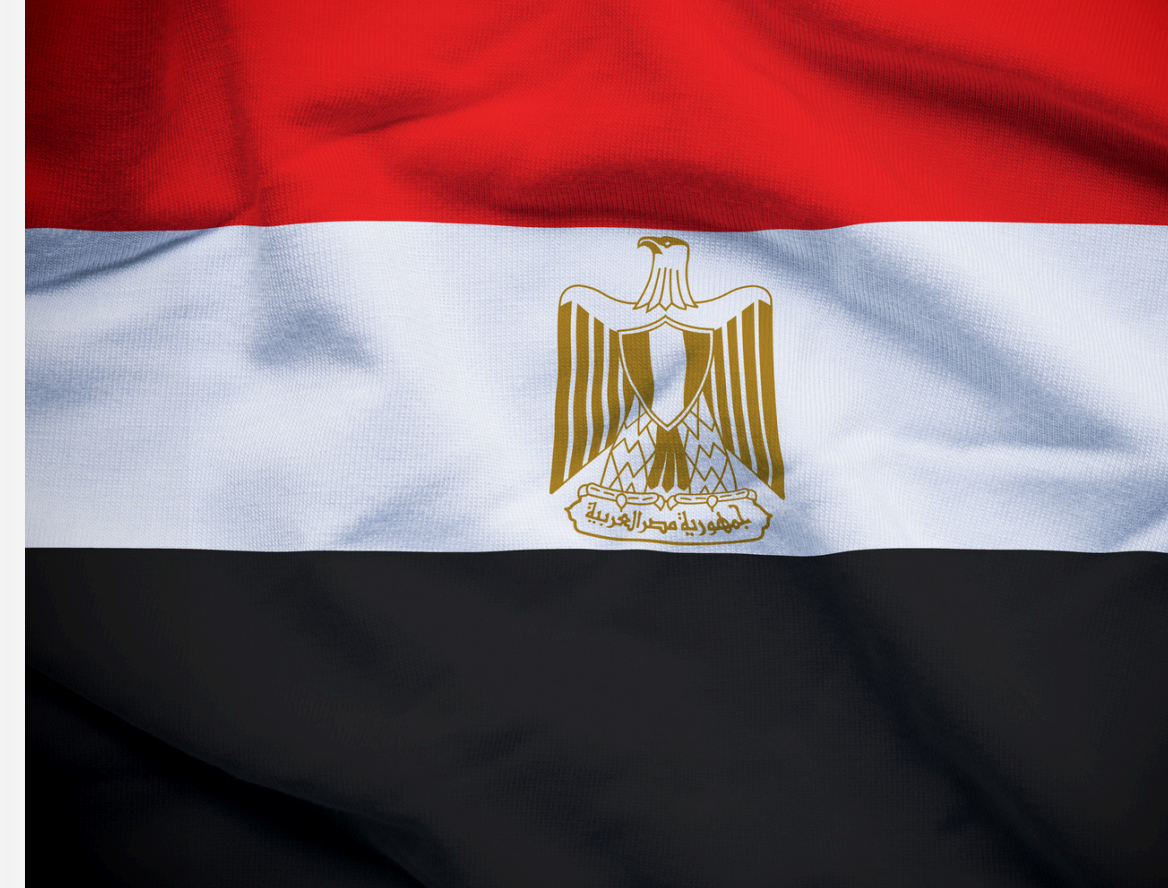
HOODLUM

FILM FIXERS

Filming in EGYPT

RANDA | HOODLUM CV

www.hoodlum.tv



PROFESSIONAL SUMMARY

Creative and dynamic media producer with 15+ years of experience across production, documentary filmmaking, and brand storytelling. Proven track record in leading high-profile projects in Egypt and across the MENA region, working with global partners, public figures, and international institutions. Co-founder of a successful hospitality brand. Skilled in project management, content strategy, and visual storytelling.

EDUCATION

B.A. in Tourism

- Ain Shams University — 2007

High School Diploma

- Our Lady of Perpetual Succor — 2003

CERTIFICATIONS & COURSES

- Digital Marketing Diploma – Canadian Chamber of Commerce (2020)
- Digital Marketing Nanodegree – Udacity (2021)
- Pranic Healing (2019)
- Mediation & Gender – Spain (2017–2018)
- NLP Certification – Canadian Center (2012)
- EnterTrainer Workshop – Logic HR (2012)
- Videography & Lighting – Madev Egypt (2012)
- Film Workshop (Cinematography & Directing) – Ali Badrakhan Institute (2013)



Randa Hoodlum

africa@hoodlum.tv

PROFESSIONAL EXPERIENCE

Senior Producer

Colonel Productions | June 2021 – Present

- Led high-profile productions including COP27 (Sharm El Sheikh), DIOR Pyramids Show, Total War documentary, and Groundswell Seekem documentary.
- Directed production teams, coordinated international crews, and oversaw post-production workflows.

Freelance Producer / Director

Various Projects | 2014 – Present

- OM EL DONIA (WatchIt Platform) – 15-episode docudrama on Ancient Egypt.
- Mashrabiya Documentary (2024).
- Sinai Culture Documentary with the Norwegian Embassy.
- Assistant Director/Producer on award-winning documentaries, including Netflix's Captains of Zaatari.

Personal Brand Manager

Yasmin Raeis (Egyptian Actress) | Jan 2021 – Present

- Developed and executed personal brand strategy, digital campaigns, and public relations initiatives.

Co-Founder

Dayra Camp & Dayra Camp MV Sokhna | 2015 – Present

- Founded and scaled a boho-chic boutique hospitality brand with two locations.
- Managed digital marketing, PR, content creation, and social strategy.

PROFESSIONAL EXPERIENCE

Assistant Director

Ambient Light (Documentaries) | 2014 – 2020

- Worked on regional projects in Egypt, Kurdistan, Sudan, Jordan, Djibouti, and Aswan.
- Focused on topics such as human rights, refugee issues, and cultural preservation.

Promo Coordinator

CBC Channel | 2012 – 2013

- Managed promotional campaigns and supervised on-air graphics and fillers.
- Oversaw scripting, editing, and production of TV promos.

Line Producer

Film Factory, Sams, Gravity, Surround Sound | 2007 – 2015

- Handled post-production including editing, motion graphics, voiceovers, and final delivery for major commercials and television content.
- Worked with top clients such as Reckitt Benckiser, Johnson & Johnson, and leading Egyptian advertising agencies.

Account Executive

American Chamber of Commerce | 2010

- Promoted international certification programs and coordinated training initiatives with the Industrial Modernization Centre (IMC).

TECHNICAL SKILLS

- Microsoft Office Suite
- Adobe Photoshop (Basic)
- Social Media Strategy & Analytics
- Production & Post-Production Workflow
- Digital Content Creation

LANGUAGES

- Arabic – Native
- English – Fluent
- Spanish – Intermediate

KEY PROJECTS

Documentaries & Features:

- OM EL DONIA
- Captains of Zaatari – Netflix
- Sudan Displaced
- Kurdistan: The Great

Dayra Camp Videos:

- Kol Haga Bet3ady
- Cygnus – Tamsin Solanum
- Abdeen – Zeina
- Sada That – Aldebaran

Creative Work – Producer & Videographer:

- Dayra Camp – Artistic Feature 1
- Dayra Camp – Artistic Feature 2
- Dayra Camp – Artistic Feature 3
- Puppet Making Workshop
- Jamming Session
- Bahiyya – Mahsobkom Das