

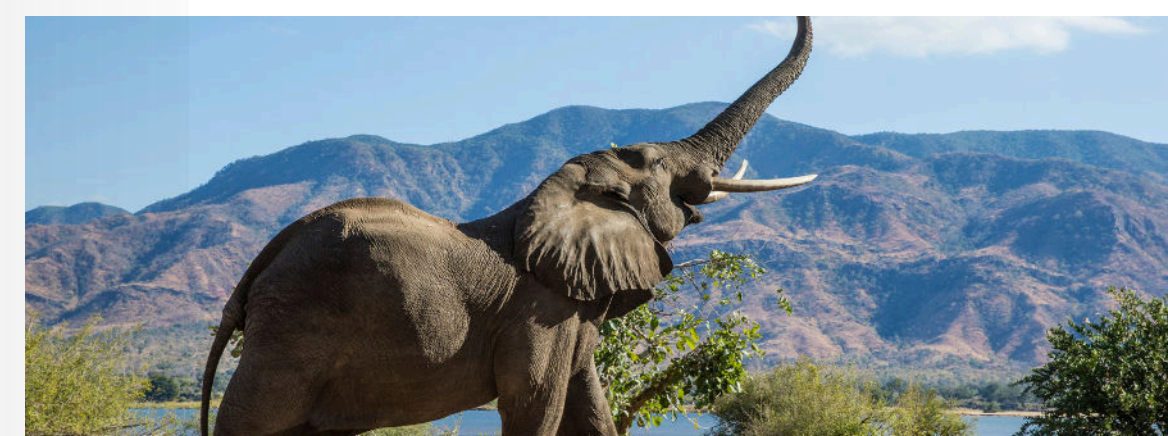
HOODLUM

FILM FIXERS

Filming in ZAMBIA

FRED | HOODLUM CV

www.hoodlum.tv



PROFESSIONAL SUMMARY

Multi-award-winning Executive Producer, Filmmaker, and Creative Entrepreneur with over 20 years of success across film, television, radio, live events, digital media, marketing, and communication. Renowned for delivering impactful, values-based storytelling, high-quality content, and culturally resonant campaigns for local, regional and international partners including M-Net, Samsung, Zambian Breweries, MTV Base Africa, BBC, UNICEF, UNDP, AfDB, World Vision and Zambia's Ministry of Justice.

Recognized for producing one of Zambia's most successful drama series, Zuba (Seasons 3–8), totalling 1,348 episodes averaging 24 minutes each, and employing over 1,000 cast and crew during the life of the production. Demonstrated experience in managing the operational, financial, and stakeholder demands of large-scale creative projects, with a strong commitment to learning, adapting, and growing in areas such as team leadership, client engagement, and budget oversight. Passionate about mentoring, legacy-building, and creating content that transforms culture.

CORE COMPETENCIES

- TV/Video/Radio Production & Directing
- Concept Development & Scriptwriting
- Brand Communication & Strategic Campaigns
- Cross-Platform Content Development (TV, Radio, Digital, Live Events)
- Creative Development & Visionary - Leadership
- Purpose-Driven & Social Impact - Storytelling



Fred Hoodlum

africa@hoodlum.tv

SELECTED HIGHLIGHTS

- Executive Producer, Zuba S03-S08, Daily TV Drama Series (2019-2024) – M-Net | Zambezi Magic: produced 1,348 episodes, employed over 1000 cast and crew
- Producer, Love Games- USAID/PEPFAR (Chemonics/CSH): AMVCA 2014 Best Drama Series
- Producer, Club Risky Business-SFH, HCP, National AIDS Council
- Executive Producer, Line Producer & Creative Lead, Zambian Music Awards (2013-2015) - Zambian Breweries

PROFESSIONAL EXPERIENCE

Proprietor | Executive Producer

Fred Phiri Productions – Lusaka, Zambia | 2017–Present

Key Responsibilities

- Lead production and creative teams across both commissioned projects and original intellectual property.
- Oversee all operations including financial management, team coordination, and client/stakeholder engagement.
- Develop cross-platform content strategies for TV, radio, digital, and live events.
- Drive brand communication, campaign strategy, and story development with a focus on social impact.

Notable Clients

- Samsung (Cheil Africa)
- Selected Projects & Achievements
- Samsung Galaxy S8 | S8+ Product Launch – Event Management & Production (May 2017)
- Samsung Galaxy S8 | S8+ Mall Activations – Post-launch activations in Lusaka & Kitwe (May–June 2017)
- Samsung CE Dealer’s Conference – Event Management & Production (June 2017)
- Radio Commercial Production – Samsung Galaxy S8|S8+ & QLED TV Campaign (May–November 2017)

PROFESSIONAL EXPERIENCE

Co-Founder | CEO | Executive Producer

Elixur Integrated Media – Lusaka, Zambia | 2006–Present

Core Responsibilities

- Spearhead company strategy, creative direction, and end-to-end production across multiple platforms.
- Oversee daily operations including budgeting, financial oversight, team management, and stakeholder engagement.
- Drive innovative storytelling with a focus on culturally relevant, purpose-driven content.

Key Clients

- M-Net | Zambezi Magic
- MTV Staying Alive
- MTV Base Africa
- BBC
- Al Jazeera
- Ogilvy Zambia
- GTZ
- Cavendish University

Major Productions & Achievements

Television & Film Production

- Zuba (Seasons 3–8) | M-Net (Zambezi Magic) – Executive Producer
- Daily TV Drama Series (1348 x 24 min episodes) | 2017–2024
- Fever (Season 2) | M-Net (Zambezi Magic) – Producer
- Drama Series (13 x 48 min episodes)
- Date My Family (Seasons 2 & 3) | M-Net (Zambezi Magic) – Producer
- Reality Series (20 x 48 min episodes)
- Cavendish University – Director & Producer
- TV & Radio commercials, testimonial videos, and a print/outdoor campaign | 2015
- The Adventures of Super Kent | RDS (Kent RO) – Co-Creator & Executive Producer
- Branded radio drama as part of the Pure Water Radio Show | 2012

International Broadcast Collaborations

- BBC – Local Fixer
- An African Journey with Jonathan Dimbleby documentary series | 2009–2010
- Al Jazeera – Local Fixer
- Feature on Dr. F.T.J. Chiluba’s trial | 2007

PROFESSIONAL EXPERIENCE

Co-Founder | Creative Director

Media 365 Ltd – Lusaka, Zambia | 2008–2016

Core Responsibilities

- Led creative direction and production oversight for both client campaigns and in-house productions.
- Managed concept development, scriptwriting, directing, and overall content strategy.
- Worked across television, radio, digital, and branded content platforms.

Key Clients

M-Net (Zambezi Magic), Cavmont Bank, AfDB, FSDZ, Java Foods, World Vision, Zambian Breweries, UNICEF, UNDP, Chemonics, CHAMP, SFH/HCP

Broadcast & Television

- M-Net/Zambezi Magic
- My Story (2016) – Producer & Director - 13 x 48 min documentary series on prominent Zambian figures.
- Our Perfect Wedding Zambia (2016) – Consulting Producer & Director - 13 x 48 min reality series; directed episodes 6 & 13.
- Safe Love Campaign (Chemonics/CSH) - Love Games (2012–2013) – Co-Creator, Writer, Director, Producer
- Award-winning 26-episode TV drama series for HIV/AIDS behavioural change, funded by PEPFAR/USAID.
- Ministry of Justice (Zambia) - My Country (2010) – Lead Creative, Writer, Director, Producer
- 5-part TV drama as part of the “Every Voice Counts” governance campaign.
- SFH/HCP - One Love Kwasila Campaign (2008–2009)
 - Club Risky Business – Co-created, wrote and produced 10 x 10 min TV drama and 6 x 60 min radio series.

Campaigns & Corporate Content

- Cavmont Bank (2015–2016) – Wrote, produced & directed TV, online & radio ads for the “It’s Possible” campaign.
- AfDB (2016) – Corporate video production for Annual Meetings in Lusaka.
- PEPZ (2016) – Corporate video highlighting Zambian women in business.
- Java Foods (2015) – Commercial production for eeZee Noodles brand.
- World Vision (2015) – 3 x corporate videos covering Greenfield Projects in Zambia, Zimbabwe, Malawi.
- FSDZ
 - SGFK Training Series (2016): 11 multi-language videos for savings groups.
 - Ama Savings Groups (2015): 5 info-videos in 3 local languages.
- Zambian Breweries (2013–2015) –
- Co-produced Zambia Music Awards with Vertical Limit (SA):
 - 2013: Line Producer
 - 2014: Executive & Line Producer
 - 2015: Executive Producer, Line Producer, Scriptwriter
 -

Development & Advocacy Media

- UNICEF Zambia
- Imagine Campaign (2015) – Zambian version of John Lennon’s “Imagine” with music video and documentary.
- Brothers for Life (2010–2013) – Lead creative for video PSAs and mini-docs on SRH, GBV & masculinity.
- CHAMP/ILO (2012) – Created & produced radio drama series on human trafficking in Zambia.

PROFESSIONAL EXPERIENCE

Country Manager

Rockstar 4000 Zambia – Lusaka, Zambia | 2010–2011

Core Responsibilities

- Led country and regional operations for Rockstar 4000, a Pan-African 360 entertainment company partnered with Sony Music Africa.
- Oversaw artist and content management for Rockstar 4000’s digital and online distribution platforms.
- Managed Zambia-based projects and campaigns across Southern Africa.

Notable Achievement

- Airtel One 8 Project (2010) – Associate Producer
- Produced the global music collaboration featuring R. Kelly and 8 African artists (including Zambia’s JK) for Airtel’s launch anthem “Hands Across The World”. Oversaw production of the song, music video, documentary, commercials, and multi-platform marketing content.

Consultant

F&M Merchants | FlexOTainment Magazine – Lusaka, Zambia | 2006

Responsibilities

- Business consultant for consumer electronics retail and entertainment brand.
- Led marketing, creative strategy, and media production for FlexOTainment’s record label and magazine.

Notable Achievements

- FlexOTainment Magazine – Directed editorial and creative production for the magazine’s launch edition.
- FlexOTainment Radio Show – Produced 6 x 60-minute live shows promoting local music talent.
- Artist Consulting – Provided music production and marketing support to artists including K’Millian, Bob Mabege, Winston Moyo, Red Linso, and Funti K.

Marketing Consultant

Zambia Mozambique Record Company (ZAMMO) – Lusaka, Zambia | 2005

Responsibilities

- Developed and implemented sales and marketing strategies for Zambian and Mozambican artists.

Notable Achievement

- The Lounge TV Show – Co-created, wrote, and co-hosted a 7 x 30-minute TV entertainment series featuring artist interviews and music videos. Aired on Muvi TV, Zambia’s first successful private TV station.

Contributing Writer & Radio Producer

Youth Media – Trendsetters Magazine & Radio – Lusaka, Zambia | 1998–2004

- Contributing writer for Trendsetters Magazine (1998–2004)
- Co-created and developed the Trendsetters Radio Magazine Programme, including successful funding proposals that led to long-term sustainability (2005–2007).

Publicity Director

Lite Moments Entertainment t/a Cypher Music – Lusaka, Zambia | 2001–2003

Responsibilities

- Managed daily operations for a local music label and entertainment company.
- Designed business, sales, distribution, and marketing strategies.
- Oversaw artist management and public relations.

AWARDS & RECOGNITION

Love Games – TV Drama Series

- Best TV Drama Series, Africa Magic Viewers' Choice Awards (AMVCA) – 2014
- Best TV Drama Series, Zambia Film, Television & Radio Awards (ZAFTARS) – 2014
- Best Director (Fred Phiri), ZAFTARS – 2014

One Love Kwasila Campaign

- Best Multi-Channel Communications Campaign, Africomnet Awards – 2010

Club Risky Business – TV Drama Series

- Best Drama Series, National Arts and Media Association of Zambia – 2009

LEADERSHIP & ENGAGEMENT

- Chairman, Independent Projection Selection Committee, Presidential Arts Empowerment Scheme (Zambia) – 2020
- Advisor, Zambia Association of Musicians – 2016–2017
- Regional Representative & Juror, The Loeries (Pan-African Advertising Awards) – 2016–2017
- Member, Parent Partnership for Children with Special Needs – 2008–Present
- Co-Founder, Hip Hop Foundation of Zambia – 2007–2008

EDUCATION & TRAINING

- Certificate in TV Production
 - CVET & Deutsche Welle TV Training Centre, Cape Town, South Africa – 2004
- GCSE (O Levels)
 - Munali Secondary School, Lusaka, Zambia – 1994–1998