

Sarah Fazal

FREELANCER – EVENTS, TV & FILM PRODUCTION

c/o Callacrew: +971 50 2454 584 | info@callacrew.ae

EDUCATION

Bachelor of Arts in Public Relations and Communication
Abu Dhabi University | 2008-2012

WORK EXPERIENCE



FEB – MAR 2026 | Amazon Series – Call Me Bae Season 2
PRODUCTION COORDINATOR – SxG Films, UAE

Visa Coordination: Managed 70+ international crew visa applications through the twofour54 Portal Circle system

Travel & Logistics: Coordinated flights, hotel bookings, accommodation, and crew logistics for international teams

Crew Insurance: Arranged and coordinated crew insurance coverage for international and local production personnel

Drone Permits & Compliance: Managed drone permit applications and approvals, ensuring compliance with UAE filming regulations

Catering Coordination: Oversaw catering arrangements to support cast and crew requirements during production

Casting Coordination: Liaised between Assistant Directors and casting agents to streamline casting communication and scheduling

Picture Vehicles & Animal Logistics: Researched, sourced, and secured quotes for picture vehicles and animal requirements for production scenes

Vendor Management & Budget Research: Obtained quotations, compared suppliers, and supported logistics planning for specialty production needs

Presentation & Production Support: Created PowerPoint presentations for the international production team and director's team, supporting production planning and approvals

Production Logistics: Facilitated communication between UAE-based operations and international crew to ensure smooth coordination across departments

FEB 2026 | Deutsche Bank Corporate Video
PRODUCTION COORDINATOR – SxG Films, UAE

- Ensured smooth coordination between teams.
- Managed permits, travel, and equipment movement.

NOV – DEC 2025 | BMW – Two Worlds Campaign
PRODUCTION COORDINATOR – Central Films, UAE & Oman

- **Travel & Logistics:** Coordinated travel arrangements for 50+ crew members across UAE and Oman, including accommodation logistics

Hotel Coordination: Managed bookings across 5 hotels in Oman (Salalah to Muscat) and 1 hotel in Dubai for cast and crew stays

Flight Coordination: Booked domestic and international flights for local and traveling crew members

Visa Coordination: Processed and coordinated Oman crew visas for international production personnel

Travel Insurance: Arranged travel insurance coverage for crew members across both filming locations

Catering Coordination: Oversaw daily catering logistics for cast and crew during production

Transport & Airport Logistics: Planned crew transport schedules, airport transfers, and on-ground logistics between filming locations

Call Sheet Management: Prepared and distributed daily call sheets to ensure clear crew scheduling and communication

Cash Reconciliation & Budget Tracking: Managed petty cash reconciliation, expense tracking, and financial reporting

Excel & Production Documentation: Created Excel templates, trackers, and production documents to streamline coordination workflows

Wardrobe Presentation Support: Developed PowerPoint presentations for wardrobe planning and approvals for the production team

NOV 2025 | Toyota Hilux – Dakar Campaign
PRODUCTION COORDINATOR – Central Films, UAE

- **Authority Liaison:** Coordinated with local authorities for permits and production approvals.

Crew Logistics & Operations: Managed crew movement, travel logistics, and day-to-day production operations

Location Coordination & Permits: Oversaw location logistics, permit applications, and site access arrangements

APRIL 2025 | Al Ain: A Living Oasis – Season 2

PRODUCTION COORDINATOR – Dejavu, UAE

- Maintained schedules and resolved issues on set.
- Ensured communication between creative and production teams.
- Oversaw production logistics and coordination.

APRIL 2025 | BMW – We Speak M Campaign

PRODUCTION COORDINATOR – The Production Factory Studio, UAE

- Ensured alignment across departments and timelines.
- Managed crew scheduling, transport, and on-ground operations.
- Coordinated multi-location production logistics across Abu Dhabi and Dubai.

PRODUCTION COORDINATOR – Central Films, UAE

FEBRUARY 2025 | BMW SOCIAL MEDIA AD

- **Coordinated** daily production operations, managing schedules, crew assignments, and on-set logistics to ensure timely execution.
- **Organized** equipment rentals, vehicle handling, and location permits for the shoot at Yas Marina Circuit and Jebel Hafeet.
- **Communicated** between departments, ensuring smooth flow of information and resolving any on-set issues promptly.
- **Assisted** in managing the production schedule and call sheets, ensuring all crew members were informed and prepared for the shoot.

PRODUCTION MANAGER – SxG Films, UAE

JANUARY 2025 | IMTIAZ DEVELOPMENTS AD

- **Coordinated** production logistics for the Imtiaz Developments Ad, managing crew, schedules, and equipment rentals to ensure timely execution.
- **Led location recce** and scouting, identifying key spots for the shoot and ensuring permits were in place.
- **Created and distributed** call sheets and production schedules to ensure effective communication across departments and on-time deliveries.
- **Liaised** with clients, vendors, and location managers to secure permits, handle logistics, and align the production with the creative vision.
- **Troubleshoot operational challenges** on set, ensuring that all elements of the shoot ran smoothly while adhering to safety and compliance standards.

PART-TIME CONSULTANT | SXG FILMS

OCTOBER 2023 – OCTOBER 2024

- **Research & Script Writing:** Conduct in-depth research and contribute to script writing, ensuring content accuracy and relevance for film projects.
- **Administrative Tasks:** Handle various administrative duties, including organizing documentation, scheduling meetings, and managing correspondence.
- **Business Development:** Assist in identifying new business opportunities, building client relationships, and supporting strategic growth initiatives.
- **Marketing & Social Media:** Develop and implement marketing strategies, manage social media platforms, and create engaging content to enhance the company's online presence and brand visibility

PRODUCTION COORDINATOR – Central Films, UAE

NOVEMBER – DECEMBER 2024 | PORSCHE AD

- **Oversaw** logistical operations for the Porsche ad, ensuring the timely delivery of equipment and crew to locations.
- **Managed** location permits, access, and safety protocols for the shoot at Falcon Aviation and MBR Solar Park.
- **Assisted** with coordinating the production schedule, helping to resolve scheduling conflicts and ensuring everything ran smoothly.
- **Worked** closely with the production team, troubleshooting operational issues and providing on-the-ground support.

PRODUCTION COORDINATOR - SxG Films, Abu Dhabi, UAE

OCT-NOVEMBER 2024 | LUCIFER 2 (South Indian Movie)

- **Managed** production operations, including schedules, budgets, logistics, transport, and catering, ensuring smooth execution and timely coordination across departments.
- **Coordinated** location bookings, crew requirements, and on-set operations, efficiently troubleshooting any challenges to maintain seamless production flow.

TRANSPORT MANAGER– Navigation Films, UAE

SEPTEMBER - OCTOBER 2024 | MR BEAST CHALLENGE (BEAST GAMES)

- **Managed** all transport logistics for the MrBeast Challenge (Beast Games), coordinating vehicle movements, schedules, and airport transfers for crew and contestants.
- **Oversaw** daily transportation operations at Qasr Al Sarab, ensuring seamless travel arrangements while troubleshooting on-ground challenges in a high-pressure environment.

LOCATION COORDINATOR

MAY 2024 | AMAZING RACE | NAVIGATION FILMS

- Liaised with the Museum of the Future and Emirates Hotel management and security teams to secure access and coordinate crew entry.
- Guided the local crew to designated parking locations, ensuring streamlined logistics and access.
- Sourced and managed all necessary permits for filming and equipment clearance, complying with site regulations and requirements.
- Maintained effective communication with all parties to address logistical challenges and ensure smooth operations on location.

PRODUCTION COORDINATOR

MARCH – APRIL 2024 | J BALVIN Music Videos – SWAT AND POLVO | Central Films

- Orchestrated comprehensive logistical support, including transport arrangements and catering services, for a crew of 180 personnel, ensuring seamless operations and satisfaction of dietary needs with provisions for lunch, snacks, dinner, iftar, and suhoor.
- Managed administrative tasks such as creating a contact list, collecting 180 crew members' and vendors' IDs, and obtaining signed NDA and release forms, maintaining meticulous documentation and compliance throughout the production process.
- Procured and coordinated the setup of artists' riders and caravans according to their specifications, collaborating closely with artists' teams to ensure all shoot requirements were met, facilitating a conducive working environment and optimal productivity.
- Implemented efficient communication channels and fostered strong relationships with vendors and stakeholders, ensuring smooth coordination and timely delivery of services to support the successful execution of the production.
- Managed financial reconciliation and invoicing processes for vendors, maintaining accurate records.

TRANSPORT MANAGER

NOVEMBER – DECEMBER 2023 | WAR 2 - YASH RAJ FILMS | SxG Films | IN PRODUCTION

- *Developed and managed transport orders for a diverse fleet of 30+ vehicles, including crew previas, vans, buses, trucks, hilux, recovery trucks and cranes, ensuring efficient logistics and timely transportation for production needs.*
- Coordinated the logistics of over 20 boats catering to camera, SFX, VFX and crew departments, ensuring seamless transportation arrangements and support for on-location filming requirements.

- Implemented strategic management strategies to optimize vehicle and boat utilization, enhancing operational efficiency and cost-effectiveness in production transportation logistics.
- Oversaw the maintenance and safety compliance of the vehicle and boat fleet, ensuring adherence to regulations and standards for safe and reliable transportation services.

PRODUCTION COORDINATOR

NOVEMBER 2023 | RUSSELL PETER | SxG Films

- Managed crew documentation and meticulously completed all forms on the Etihad Arena's portal, ensuring smooth entry access and seamless coordination with security teams for efficient production logistics.
- Build Callsheet & Crew contact sheet.

PRODUCTION COORDINATOR - SxG Films, Abu Dhabi, UAE

OCTOBER 2023 | RECCEE LUCIFER 2 (South Indian Movie)

- Orchestrated seamless travel logistics for crew members, including flight bookings, hotel accommodations, and transportation arrangements.
- Secured necessary permits for Abu Dhabi Airport filming, ensuring compliance with regulations, and facilitating smooth operations.
- Successfully sourced and arranged for a suitable yacht for filming purposes, showcasing strong negotiation skills and attention to detail.
- Coordinated with a transport company to ensure punctual recce visits, optimizing pre-production planning and scheduling.

PRODUCTION OFFICE COORDINATOR

Real Housewives of Dubai | Navigation Films. Dubai, UAE

Feb 2023 - May 2023 | Season 2

- Coordinated production office logistics for two successful seasons of the high-profile TV series.
- Managed transport schedules for the production team.
- Led PCR testing efforts for the crew and cast, ensuring a safe working environment.
- Compiled detailed reports on shooting schedules, production reports, and accounting reconciliation.
- Managed petty cash and performed reconciliation for accounting purposes.
- Coordinated orders for supplies and equipment, managed administrative emails, and handled production reports.
- Maintained high standards of professionalism and responsibility during the challenging COVID-19 pandemic.

PRODUCTION OFFICE COORDINATOR

Revive - American Reality TV show | Navigation Films. Abu Dhabi

March 2022

- Oversaw production office activities.
- Managed petty cash and distributed per diems.
- Coordinated weekly phone allowances for crew members.
- Prepared accounting reconciliation for expenses.
- Managed crew hotel bookings and laundry services.
- Ensured smooth operations in a dynamic production environment.

PRODUCTION OFFICE COORDINATOR

Real Housewives of Dubai | Navigation Films. Dubai, UAE

Nov 2021 – Feb 2022 | Season 1

- Facilitated transport arrangements for the Production team, aligning with their schedules.
- Acted as a liaison between our medical partner and the main Cast, office team, and transport team to ensure seamless coordination of weekly PCR testing.
- Prepared comprehensive reports encompassing daily shooting schedules, production reports, and camera logs.
- Managed the compilation of daily receipts and streamlined the preparation of **monthly accounting reports**.
- Orchestrated the procurement of essential supplies and equipment for the production office, while also handling phone communications, administrative emails, bill payments, onboarding of new hires, and overseeing production reports.

TRANSPORT OFFICE ASSISTANT

Hollywood Movie Desert Warrior – MBC | Dubai, UAE | POST PRODUCTION

Sep 2020 - Dec 2020

- Coordinated daily transport schedules for crew members.
- Communicated effectively with chauffeurs and managed their schedules.
- Arranged machinery for shipments, including crane and telehandler.
- Managed breaks and duty rosters for chauffeurs.
- Coordinated with car rental companies and raised purchase orders.
- Conducted research on shipment companies and acquired quotations.
- Facilitated pick-up and drop-off for over 250 crew members.

PRODUCTION COORDINATOR

TVC Shoot for Noon.com by Emaar | Artnoir | Dubai, UAE | Dec 2018 - Jan 2019

- Planned and organized production schedules for a TV commercial shoot.
- Assessed project and resource requirements, ensuring efficient production processes.
- Oversaw the selection, ordering, and purchasing of materials, as well as hiring talent and coordinating with support teams.
- Supervised the work of junior staff, ensuring the successful completion of the project.

HOTEL/FLIGHT COORDINATOR

Amazing Race, Navigation Films, Dubai (CBS Network). Dubai, UAE | June 2018

- Produced outlines of event needs, including meeting spaces and lodging for guests.
- Liaised with various stakeholders, including printers, convention teams, banquet teams, security personnel, and transportation teams.
- Managed accommodations and travel arrangements for CBS VIPs, contestants, and production crews.
- Arranged security measures and briefings for the event.
- Handled logistics and refreshments for participants and teams.

2017

2017 Dec / Bazooka Film Production

Cultural Programs and Heritage Festivals Committee - Abu Dhabi

<https://youtu.be/TgCeMqyia9c>

- **Support Crew and Production Tasks:** Assist with various on-set duties, such as setting up equipment, distributing call sheets, coordinating meals, managing crowd control, and handling any ad-hoc requests to ensure smooth production operations.
- **Facilitate Communication and Logistics:** Act as a liaison between different departments, ensuring efficient communication and coordination. This includes managing schedules, tracking progress, and helping transport crew or cast, as needed.

2017 Nov / Double Exposure Productions / MINISTRY OF HEALTH

Time To Care - Cannes TV Awards Winner

- **Assisting with On-Set Operations:** Supported the crew by managing equipment, coordinating logistics, and helping with the setup and teardown of scenes. Addressed any last-minute changes or requests to ensure a smooth production process.
- **Facilitating Communication and Coordination:** Acted as a bridge between different departments, ensuring effective communication, timely scheduling, and efficient execution of the production plan.

2016

March - PRODUCTION ASSISTANT Pepsi at Dubai Fashion Forward 2016 | MultiVu | March 31 -April 2

- **Preparation and Coordination:** Assisted in pre-event planning, including organizing schedules, coordinating with various vendors, and managing logistics to ensure everything was ready for the event. Supported the setup of promotional materials and branding elements on-site.
- **On-Site Support:** Provided hands-on support during the event, handling tasks such as assisting with model and talent coordination, managing equipment, and facilitating

smooth communication between the production team and event staff to ensure a seamless execution.

Super General UAE TVC. Agency: IKON. ECD: Shantesh Row. Production/Direction: Raj Tambaku, Tobacco Films & Communications <https://vimeo.com/798754084>

- **Assisting Production and Direction:** Supported the production team with various tasks, including coordinating on-set logistics, managing schedules, and assisting with the setup and execution of the director's vision.
- **Facilitating Creative Execution:** Contributed to the visual and creative aspects by sourcing and purchasing props and materials, ensuring that they matched the creative brief. Coordinated with the crew to integrate these elements seamlessly into the scenes, aligning with the project's aesthetic goals.

EVENTS PRODUCTION

As a Results-driven event specialist with extensive experience in coordinating a wide range of events, from prestigious inaugurations to international summits. **Proficient in logistics coordination, transportation management, and talent oversight, ensuring seamless event operations. Skilled in maintaining budgets, handling account reconciliation, and communicating effectively with suppliers, vendors, and stakeholders. Experienced in delivering top-tier experiences for VIPs and participants, ensuring smooth event execution.** Adept at collecting and analyzing feedback and incident reports to enhance event quality continually. Trusted to manage high-value assets, including overseeing the distribution of valuable gifts. A dependable professional excelling in orchestrating memorable events that exceed expectations.

- **Production Office Coordinator - Event:** Emirate Waste to Energy Inauguration, Beea'h and Masdar | **Company:** 88 Design House, April - May 2022
- **Transport Specialist - Event:** World Energy Council | **Company:** MV Global, September 2019
- **Project Manager - Event:** MasterCard Priceless, DSS, Dubai Mall | **Company:** FP7 McCann World group, June - August 2019
- **Transportation Specialist - Event:** Culture Summit | **Company:** TMS, Abu Dhabi, April 2019
- **Transportation Specialist - Company:** TMS, Abu Dhabi | **Event:** Special Olympics, World Games, March 2019
- **Talent Manager - Company:** Smart Events, Abu Dhabi | **Event:** Ferrari World, February 2019
- **Floor Manager - Company:** FLC Marketing | **Event:** Huawei Mobile, P20 Pro Launch/Activation, City Walk, Dubai, **May 2018**

- **Supervisor - Event:** Nestle L'atelier Premium Chocolate Mall Activation, Abu Dhabi | **Company:** Hart Bernstein, April 2018
- **Transportation Coordinator** | Event: Special Olympics, 9th MENA Games | March 2018
- **Floor/Talent Manager - Event:** Ferrari World, Abu Dhabi | **Company:** Smart Events Feb '18
- **Team Manager - Event:** Dar Al Zain, Al Ain | **Company:** Level DXB, December 2017

Certification

Safe Sets COVID-19 (Level A) Certificate

References

Available upon request