

KARL EDWARDS

Media Producer · Content Creator · Creative Strategist · AI-Assisted Content Specialist

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PROFILE

Creative media producer and content creator with 20+ years delivering video production, digital content, livestream broadcasts, branded storytelling, and marketing campaigns across the Middle East. Experienced in developing content strategies, producing commercial and social media content, managing creative projects, and crafting engaging visual storytelling for brands, agencies, government entities, and startups.

Combines traditional production expertise with modern AI-powered workflows, turning ideas into scalable content systems that support marketing, brand awareness, audience growth, and customer engagement. Known for strong communication, creative problem-solving, adaptability, and the ability to manage projects from concept through delivery.

CORE SKILLS

- Content Creation & Digital Storytelling
- Media Production & Project Management
- Creative Direction
- AI-Assisted Content Development
- Content Strategy & Campaign Planning
- Social Media Content Production
- Video Production & Editing
- Livestream & Broadcast Production
- Brand Development & Marketing Support
- Script Writing & Storyboarding
- Photography & Videography
- Drone Operations
- Podcast Production
- Client & Stakeholder Management
- Team Leadership & Creative Collaboration
- Workflow Development & Process Improvement

AI & DIGITAL TOOLS

- ChatGPT
- Claude
- Midjourney
- Dreamina
- Kling AI
- ElevenLabs
- Canva
- Adobe Creative Suite
- AI Content Research & Planning Tools
- Prompt Engineering & Workflow Automation

PROFESSIONAL EXPERIENCE

Media Producer & Content Creator *Independent - UAE & International | 2005 – Present*

- Produced commercial, corporate, tourism, automotive, adventure, lifestyle, and social content for a range of clients.
- Managed projects end-to-end: concept development, filming, editing, delivery, and distribution.
- Developed content strategies aligned with brand objectives and audience engagement goals.
- Created marketing videos, product launches, interviews, documentaries, tutorials, podcasts, and social campaigns.
- Integrated AI tools into production workflows to improve efficiency, ideation, planning, scripting, and creative development.
- Coordinated production teams, suppliers, freelancers, and stakeholders to deliver on time and within budget.

Selected Projects

Expo 2020 Dubai	Abu Dhabi Culture Summit
AboFlah 72-Hour Treasure Hunt Livestream for YouTube	Special Olympics UAE
Sharjah eGovernment Hybrid Digital Productions	TikTok Middle East Live Productions
Sony Music Middle East Projects	National Geographic Behind-The-Scenes Productions

ENTREPRENEURIAL PROJECTS

Founder - What Adventures Blog (www.whatadventures.blog)

- Built and managed a digital media platform focused on adventure travel, off-road exploration, outdoor activities, and product reviews.
- Produced written, video, and social content reaching adventure-focused audiences throughout the UAE.

Founder - Organic Buzz (www.organicbuzz.me)

- Developed product branding, marketing campaigns, e-commerce operations, content production, and customer engagement strategies.

Founder - Halo Light Ring (www.halolightring.com)

- Product design and development. Developed product launch strategy, Kickstarter campaign planning, content production, digital marketing assets, and customer communication systems

Founder - KE Motion Pictures (kemotionpictures.com)

- Founded kemotionpictures.com as a personal brand and portfolio platform, consolidating 20+ years of media production, content creation, and creative direction work into a single professional presence.
- Serves as the central hub for client-facing work: video production, photography, and branded content for corporate, tourism, and event clients across the UAE and internationally.
- Represents the foundation from which subsequent ventures (What Adventures, Organic Buzz, Halo Light Ring) were launched, positioning KE Motion Pictures as the core production brand and the others as spin-off entrepreneurial projects.

AWARDS & ACHIEVEMENTS

- Dubai Lynx Award Winner (2x)
- Contributor to award-winning projects across the UAE media and events industry
- 20+ Years of Professional Production Experience

ADDITIONAL INFORMATION

- British National with 18+ years living and working in the United Arab Emirates
- Valid UAE and United Kingdom Driving Licences
- Advanced Open Water Diver Certification (PADI); experienced in scuba diving, underwater filming, and marine-based content production
- Extensive off-road driving experience across desert, mountain, and remote terrain
- Skilled motorcycle rider - enduro, rally raid, adventure riding, and technical off-road coaching
- **Precision driving**, vehicle testing, and performance driving experience for media productions and automotive content
- Experience with high-profile brands, government entities, private clients, and international production teams
- Comfortable presenting on camera, conducting interviews, and hosting digital content
- Certified Yoga/Meditation Teacher Training Graduate (500 Hours) - Maha Rishi Yoga Peeth and Nada Yoga School, Rishikesh, India
- Passionate advocate for outdoor adventure, exploration, wellness, and personal development