

FARAZ AHMED

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An EMMY award-winning consultant & instructor with over a decade of international and domestic experience in the broadcast industry. Certified instructor for Final Cut Pro & NewTek broadcast products. Clients include: NBA, WNBA, Turner Broadcast Systems, WNEG, International Media Consultants, GEO TV, PINK TV, & PlayON! Sports.

Instructional Experience:

Class On Demand, [Chicago, IL] • *Instructor*, 2004-Present

- Wrote script and performed on-camera instruction for five training DVDs
- International DVD sales reached over a quarter-million dollars
- DVDs were translated into other languages and endorsed by the product manufacturer

Turner Broadcast Systems, [Atlanta, GA] • *Freelance Instructor*, 2009-2010

- Instruction of TriCaster XD300 for the Turner NBA Summer League in Orlando, FL
- Trained 12 directors of the NBA Development League in classroom session

Sterling Ledet, [Atlanta, GA] • *Freelance Instructor*, 2007 – Present

- Led classes with 8-10 students for Final Cut Pro 100, 101, 200, & 300
- Trained industrial professional in After Effects, & Premiere Pro

NewTek Pro, [San Antonio, Texas] • *Contributing Writer*, 2003

- Contributed articles to an industry broadcast magazine

Consulting Experience:

Pink TV, International Media Conglomerate [Belgrade, Serbia] • *Consultant*, Fall 2008

- Installed non-linear editing workflow for digital newsroom
- Trained reporters & editors to edit and use tapeless workflow

WNEG-DT, Local News TV Station [Toccoa, GA] • *Consultant*, Fall 2008

- Integrated newsroom software & digital tapeless workflow
- Trained reporters and technical staff to use non-linear editor and control room equipment

GEO TV, First Private News Organization in Pakistan [Karachi & Dubai] • *Consultant*, Summer 2007

- Implemented new workflow concepts for 24-hour broadcast news operation
- Completed setup and training for prototype “Pocket Set” workflow
- Served as a engineer and trainer for GEO News in Summer 2002

Developer Experience:

Studio Xi, Self-Employment, [Lilburn, GA] • *Developer*, 2004-Present

- Developed a unique studio-in-a-box for the educational vertical market
- Designed innovative product features, software/hardware, and marketing strategy
- Marketed product sales through distributor topping \$500,000

Production Experience:

WNBA, Atlanta Dreams Basketball Team, [Atlanta, GA] • *Director*, 2010-Present

- Designed & integrated mobile control room within a limited budget
- Directed all home games airing on Fox Sports & NBA TV

GCPS TV, Marketing Department & PEG Station. [Suwanee, GA] • *Producer & Editor*, 2004-Present

- Filled various roles over 5 years including producer, editor, & graphic designer
- Produced several key productions awarded 4 Telly Award & GSPRA “Best in Category”
- **2010 EMMY in Outstanding Achievement for Director of Post-Production**

Amitrace, Post-Production House, [Norcross, GA] • *Editor*, 2000-2008

- Edited for corporate clients including Breitling, Sherwin Williams, & Bhindi Jewelers

Education:

The University of Georgia • Athens, GA

Terry College of Business, Bachelor of Business Administration • Finance

Grady College of Journalism, Bachelor of Arts in Journalism • Broadcast News

Terry Ambassador & Grady Ambassador

Computer Skills: *Certified Final Cut Pro 7 Instructor Level 2* • *Certified Motion User* • *Certified After Effects User*, Avid Xpress, Boris FX, Dreamweaver, DVD Studio Pro, Encore DVD, Keynote, Illustrator, LightWave, Media100. Microsoft Office. PhotoShon. Premiere Pro. Speed Edit. & TriCaster SD & HD