


TALID MAGDI

EXECUTIVE PRODUCER | ATLANTA, GA

CONTACT

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PROFILE

TV and Digital content producer with 18 years of professional experience spanning entertainment, content marketing and news, with a focus on editorial and branded long and short form video. A two-time Edward R. Murrow Award recipient, with a passion for engaging audiences through compelling storytelling and innovative ideas. Strong leader and communicator who maintains current knowledge on new technology, trends, and emerging platforms.

EDUCATION

BA in Business Administration
Ain Shams University
1993 - 1997

Media Production
Pellissippi State Technical College
2005 - 2007

SKILLS

PROFESSIONAL

Storytelling
Branded Content
Creative Strategy
Directing and Producing
Script Writing
Problem Solving
Leadership

WORK EXPERIENCE

Executive Producer
Hartmann Studios | 2021 - 2022

- Produced, Directed, and Set Art Directed short form branded and non-branded content videos.
- Managed budget, staff, and crews for various projects.
- Directed and Set Art Directed live shows and worked closely with on-camera talents.
- Researched and developed creative strategy and solutions for multiple external clients as well as internal marketing solutions for Hartmann Studios.
- Worked closely with multiple departments to come up with the best creative direction to help our clients achieve their video needs and goals while providing rich content for their target viewers.

Senior Producer
CNN International | 2020 - 2021

- Developed, produced, and wrote sponsored programming content for CNN International's multi-platforms featuring the African continent, Europe, and the middle east such as Business Traveler with Richard Quest sponsored by Radisson Hotel Group, Quest's World of Wonder sponsored by Turkish Airlines, and Marketplace Africa sponsored by Dangote Industries.
- Oversaw all aspects of production from travel, security, budgets, show content, staffing editorial and approvals.
- Researched, set up, field produced, wrote, and managed edits for all three programs from conception to delivery.
- Managed on-camera talents, correspondents, editors, producers, and camerapersons.

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SKILLS

TECHNICAL

Final Cut Pro, Adobe Premiere

Digital & social media

Fluent in English, French & Arabic

ACHIEVEMENTS

Edward R. Murrow Award, Video News Documentary - 2010

Video News Documentary, Online News Operation - Large Market "Brewing Up a Tea Party"

Edward R. Murrow Award, Video News Documentary - 2011

Video News Documentary, online news organization - Local Market "Death on Chipman Street, The Channon Christian and Chris Newsom Murders."

CLIENTS

Lowe's • Home Depot • Sherwin Williams • Valspar • Overstock.com Ninja • Canada Dry • American Family Insurance • Kia • Kubota • Hershey's Target • Duluth Trading Co. • Josh Cellars Lay's • Zaxby's • Kikkoman • TD bank • ERA • Realtor.com • Reynolds Wrap • Temptations • Folgers • Reddi-Wip • Pedigree • Mercedes-Benz

WORK EXPERIENCE CONTINUED

Executive Producer (HGTV, Food Network, Cooking Channel and Travel Channel)

Discovery Communications | 2013 - 2019

- Developed and produced 100+ short form branded content videos annually on both linear and digital platforms for a diverse client portfolio, spanning startups to Fortune 500 Companies.
- Worked closely with the rest of the Branded Entertainment Programming Sales and Marketing teams to develop creative strategies, concepts, and plans that met network standards and fulfilled advertiser messaging and needs.
- Negotiated and completed all production related deal memos, releases, rights, and budgets.
- Managed on-camera talent and crews as well as client relations.
- Sourced, vetted, and helped to train production companies for each project.
- Guided storytelling by evaluating and providing feedback on scripts and rough cuts.
- Developed branded promotional video content for giveaways such as HGTV Dream Home, Smart Home, and Urban Oasis.

Producer, Editor, Writer

Rivr Media | 2010 - 2012

- Developed, wrote, produced, and directed long and short form content for HGTV and Food Network.
- Oversaw the entire post-production.
- Researched and vetted potential, diverse show cast and talent.
- Created branded short form content to promote products, shows, and show hosts.

Online Producer

Knoxville News Sentinel | 2005 - 2010

- Produced more than 200 "breaking" news, online short form shows, and entertainment videos annually for online streaming.
- Managed the family of Knoxville News Sentinel websites and produced content that increased audience engagement by 50%.
- Refreshed and relaunched knoxville.com and knoxnews.com.
- Won two Edward R. Murrow awards for news documentaries, produced and edited.
- Worked closely with marketing, advertising and the newsroom to optimize the online content and revenues.