



RASHID LATIF

Content Creator Cum Graphic Designer

Reels Production | Social Media Content Creation | Photography | Videography

PROFESSIONAL SUMMARY

Creative and results-driven Content Creator Cum Graphic Designer with strong experience in social media content creation, reels production, photography, videography, social media post-production, real estate media, corporate content, commercial shoots, and digital media design.

Experienced in producing engaging short-form videos, promotional visuals, social media campaigns, brand-focused content, corporate media, commercial projects, real estate content, and launch ceremony media coverage.

Skilled in managing the complete creative workflow from content planning, shooting, editing, and post-production to final delivery. Seeking a full-time or remote opportunity in Pakistan.

WORK EXPERIENCE

Founder / Creative Lead 2024 - Present

Crescent Studio AE LLC - UAE

- Founded and managed a professional media production company offering photography, videography, reels production, and social media content creation services.
- Planned and executed creative projects for corporate shoots, commercial campaigns, real estate projects, product shoots, business promotions, and launch ceremonies.
- Managed complete production workflow including client communication, quotations, shoot planning, photography, videography, editing, and final delivery.
- Produced short-form video content for Instagram Reels, TikTok, Facebook, and YouTube Shorts.
- Created promotional videos, highlight videos, edited photos, posters, and social media content according to client requirements.
- Developed social media post designs, campaign visuals, and creative content layouts for different business niches.

Senior Content Creator / Graphic Designer 2022 - 2026

Sandcastle Properties LLC - Dubai, UAE

- Created real estate media content, including property reels, promotional videos, social media posts, banners, and marketing graphics.
- Produced short-form content for Instagram, Facebook, TikTok, and other digital platforms.
- Captured and edited photos and videos for villas, apartments, luxury properties, and commercial spaces.
- Designed social media posts, property advertisements, campaign visuals, and digital creatives for real estate marketing.
- Worked with the sales and marketing team to create content supporting property promotion and lead generation.
- Maintained brand consistency across social media content, visual campaigns, and marketing material.

CONTACT

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Pakistan

CORE SKILLS

- Social Media Content Creation
- Reels Production
- Social Media Post Production
- Photography & Videography
- Photo & Video Editing
- Graphic Design
- Social Media Design
- Real Estate Media Production
- Corporate & Commercial Media Production
- Product Shoots
- Launch Ceremony Coverage
- Creative Direction
- Visual Storytelling
- Client Communication

SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Lightroom
- Canva
- CapCut
- Meta Business Suite
- AI Content Creation Tools

LANGUAGES

- English
- Urdu
- Hindi

CAREER INTERESTS

- Content Creator
- Social Media Content Creator
- Reels Producer
- Social Media Designer
- Video Editor
- Creative Executive
- Real Estate Content Creator
- Remote Content Creator

PROFILE FOCUS

- Short-form video content
- Social media post-production
- Brand-focused visual content
- Corporate & commercial media
- Remote creative workflow

AVAILABILITY

- Full-time
- Remote
- Hybrid

WORK EXPERIENCE

Senior Graphic Designer 2017 - 2022

Evokers Advertising Agency - Pakistan

- Created social media posts, campaign visuals, and advertising designs for digital and print platforms.
- Developed creative layouts for brand promotions, marketing campaigns, brochures, flyers, catalogues, and business material.
- Prepared client-focused creative designs across different industries.
- Worked on photo editing, advertising visuals, and social media content layouts.

Creative Graphic Designer 2016 - 2017

Golden Thoughts Advertising Agency - Pakistan

- Designed social media advertising posts, promotional visuals, brochures, flyers, and digital media designs.
- Created print and digital content for client marketing campaigns.
- Supported advertising campaigns with creative layouts and professional visuals.

Graphic Designer 2014 - 2016

MicroTechSoft - Pakistan

- Designed web graphics, templates, digital media designs, brochures, flyers, catalogues, eBooks, and business cards.
- Created social media creatives and marketing visuals for different business projects.
- Edited and processed photos for marketing and professional use.

Creative Head 2013 - 2014

Rest Media Solutions - Pakistan

- Managed creative design work for social media advertising, branding, banners, brochures, flyers, and catalogues.
- Supervised visual direction and creative output for client projects.
- Designed marketing material for digital and print campaigns.

EDUCATION

Bachelor's in Graphic Design 2014 - 2018

The Islamia University Bahawalpur - Pakistan

Intermediate Computer Science 2012 - 2014

Allama Iqbal College City Campus, Bahawalpur - Pakistan

PROFESSIONAL STRENGTHS

- End-to-end social media content production
- Strong sense of visual storytelling and composition
- Practical experience in real estate, corporate, commercial, and launch ceremony projects
- Ability to work independently in full-time or remote creative roles
- Clear client communication and deadline-focused delivery