

# Shaikha Khalifa Al Thani

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## EDUCATION

### **Bachelor of Science in Communication**

2023

Northwestern University

- Honors: Awarded Dean's List twice

### **Minor in Film & Design**

Northwestern University & Virginia Commonwealth University

## SKILLS

### **Adobe Premier PRO**

Professional video editing

### **Adobe Lightroom**

### **Cinema 4D**

3D Animation software

### **Procreate**

Graphic Design  
Illustration

### **Adobe After Effects**

Motion Graphics  
2D Animation

### **Da Vinci Resolve**

Professional Color grading

### **Photography**

### **Microsoft Excel**

### **Adobe Photoshop**

### **Videography**

### **Microsoft Word**

## PROFESSIONAL EXPERIENCE

### **Marketing & Co - Creative Director**

2018 – present

TIIYA

- Successful ideation, execution, and distribution of multiple marketing campaigns consisting of video, photoshoots and additional innovative mixed marketing materials.
- Negotiated and executed partnerships with local companies on collaborative campaigns.
- Coordinated and executed an international marketing campaign overseas
- Supervised creation of content for social media platforms and company website
- goals, identifying target audience, formulating key messages, and setting guidelines for KPIs

### **Finance**

2018 – present

TIIYA

- Monitored budget allocations of procurements
- Kept track of profit-loss account, while maintaining increased profit margins
- Created reports of revenue and profit streams

### **Management**

2016 – 2017

TIIYA

- Backstage creative organization of the brand's participation in three consecutive shows in Arab Fashion Week.

## ACADEMIC PROJECTS

### **Film & Design Package**

2023

Extended Pitch Deck

Presented and delivered a fully executable film package to professionals in the industry. This consisted of:

<ul style="list-style-type: none"> <li>• Reconstructed Model of a Film Set</li> <li>• Storyboard, Mood and Materials board</li> <li>• Filmed Pre-visualization Materials.</li> </ul>	
<b>Blade Runner (re-imagined)</b> <i>3D Animated Title Sequence</i>	2023
<b>Olympus Retold</b> <i>3D Animated Title Sequence</i>	2022
<b>Narrative Short: Olympus Retold</b> <i>3D Animated Narrative Scene</i> <ul style="list-style-type: none"> <li>• Extension of the 3d animated title sequence</li> </ul>	2022
<b>The Factor's Behind the Success of Freej</b> <i>Research Article (Soon to be Published)</i> <ul style="list-style-type: none"> <li>• Collated relevant academic texts</li> <li>• Explored the articles in order to answer the question of the gap in knowledge.</li> </ul>	2022
<b>Starry Night</b> <i>2D Animated Short Film</i>	2021
<b>Bonnie and Clyde</b> <i>2D Animated Title Sequence</i>	2021
<b>A Step Into Our Past: Qudurat Cultural Center</b> <i>Mini Documentary</i> <ul style="list-style-type: none"> <li>• Collaborative project where I worked on filming, editing, and directing the mini documentary.</li> <li>• Sourced, contacted, and interviewed numerous Qatari women</li> <li>• Transliterated the dialogue with my team.</li> </ul>	2020
<b>Serendipity</b> <i>Stop Motion Short Film</i>	2019

## PROJECTS

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\* Please Visit My Portfolio Website for More ([www.shaikhaalthani.com](http://www.shaikhaalthani.com))

<b>Porcelain Dolls</b> <i>Promotional film, TIIYA</i>	2021
<b>Unbridled</b> <i>Promotional film, TIIYA</i>	2020
<b>C'est Moi</b> <i>Promotional Film, TIIYA</i>	2020

## PUBLICATIONS

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<b>Vogue Arabia</b> <i>Feature</i>	2021
<b>Grazia Qatar</b> <i>Cover</i>	2020
<b>Harper's Bazaar Qatar</b> <i>Feature</i>	2019