





# AISSATOU BAH

## ASPIRING CREATIVE PRODUCER

### CONTACT

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-  <https://ice373.wordpress.com/>
-  United States (willing to relocate)

### SKILLS

- Adobe Suite (Premier, Photoshop) Photo Mechanics
- Production Skills
- Microsoft Office Movie Magic Budgeting
- Media (Twitter, Instagram, Facebook, Tiktok)
- Digital Advertising
- Project Management
- Video Editing | Script Writing
- Organizational Skills

### EDUCATION

#### Bachelors Degree

#### CUNY HUNTER COLLEGE

2016-2020

Major in Film & Television with a concentration in Documentary

DEANS LIST MUSE SCHOLARSHIP  
NORDSTROM SCHOLARSHIP WINNER

### LANGUAGES

- Fulani 
- French 
- Spanish 

### WORK EXPERIENCE

#### Global Content & Community Coordinator

10/2024 - PRESENT

##### kweliTV

- Research, identify and solicit programming and content partners for our on-demand platform(s), live channel(s) and live events based on kweliTV's global mission.
- Establish partnerships with film festivals, distributors, creators and industry stakeholders.
- Content creation: Video and audio editing; as well as interviewing for blog and podcast.
- Upload new content & update platform(s) with video, audio, metadata, images, captions, etc.
- Manage kweliTV's film catalog to ensure diversity and quality; as well as deliverables and content creators on-boarding process to ensure content is ready to go live
- Execute strategies under the direction of the CEO to increase kweliTV's brand visibility

#### Field Producer | Associate Producer

08/2022 - 08/2024T

##### Meralta Films | HULU Streaming

- Responsible for researching, writing Hot Sheets in the field. Gather information and follow leads with talent for story beats
- Manage production teams including camera operators, reporters and broadcast technicians to provide live satellite feeds or shoot video for later editing into news packages.
- Contributed to brainstorming and creative ideas.
- Arrange interviews and location shots, and produce content while creating segments, editing video and reviewing broadcasts to monitor quality against established production standards.
- Assisted with Post Production notes

#### Producer's Coordinator

07/2020 - 02/2023

##### PARAMOUNT+ CBS (Unscripted VH1 & MTV Digital Series ex. LHH, The Challenge, Ink Master, RuPauls Drag Race)

- Supported on-air and digital shows (Love & Hip Hop, Black Ink Crew, and RuPaul's Drag Race) teams by editing and directing our Social Marketing Extension videos via VH1 YouTube Channel.
- Used applications like Adobe Suite and Photo Mechanics to work with gallery images (retouched images)
- Coordinated some aspects of video production for social feeds, including location scouting, talent casting, filming, and equipment management, ensuring projects are completed on time.
- Worked closely with cross-functional teams, including content strategists, editors, and social media managers, to align video content with overall brand objectives and marketing campaigns on TikTok and Instagram.

#### Digital Marketing and Sales Fellow

09/2018 - 12/2019

##### Disney WABC-TV (The ABC-affiliated TV Station)

- Worked with external and internal stakeholders to plan and execute WABC-TV's 2018 #BeKind campaign while producing story content to drive tune-in for the company's Black History Month campaign.
- Strategically assessed and achieved client success via sales techniques, including effective questioning, objection handling, and competitive selling.
- Spearheaded the design of three videos and graphic design content on WABC-TV's social media platforms (Instagram, Facebook, and Twitter), attracting 2M people to tune in and boost visibility on social media.

#### Associate Producer

10/2020 - 10/2022

##### COMIC CON NYC 2022 - Ticking Clock Productions

- Managed various responsibilities, such as orchestrating captivating shots while engaging with the dynamic audience at Comic Con.
- Coordinated with the Production Manager to make sure the Director has what they need to accomplish the various shots from the client (ReedPop Company and Comic Con crew).
- Oversaw production while actively generating real-time content featuring diverse cosplayers.
- Monitored the performance of the video content on TikTok and Instagram, analyzed key metrics (e.g., views, likes, shares), and provided insights for the optimization of content strategy.