

SARAH HASHIM - WARIS

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(518) 596-9434

EDUCATION

Fall 2006 - Summer 2008

**Marquette University Graduate School
of Communication**

Milwaukee, WI

Master of Arts, Broadcast and Electronic
Communication

Fall 2002 - Summer 2005

University of Wisconsin

Madison, WI

Bachelor of Arts, Journalism and Mass
Communication

SOFTWARE

- + Adobe Creative Suite, including Premiere and Photoshop
- + Microsoft Office, including Word and Excel
- + Google Suite
- + Word Press
- + Mac and PC

LANGUAGES

Native/Bilingual in English and Urdu;
conversational Bengali. Studied Arabic
and Spanish.

A HYBRID VISUAL STORYTELLER

Senior video producer, director,
multimedia journalist and writer, who
conceptualizes and executes creative and
compelling digital editorial and branded content.

EXPERIENCE

LOS ANGELES

2021 - 2022 BuzzFeed

Senior Video Producer, Development and Talent Programming Team

- + Developed, produced, directed and scripted creative content for YouTube, Facebook, Instagram, and TikTok including:
 - Two seasons of "Rise and Fall," a unique series about cults for BuzzFeed's Unsolved Network that lead to a multimillion dollar content deal with NBCU's Peacock streaming service.
 - "Thrift the Fit," a celebrity fashion series for BuzzFeed's Celeb channel, which created a new audience and content base.
 - "Kitchen Style Clash," a branded SIMS series for Tasty's new lifestyle-branded initiative, Tasty Home.
- + Curated and developed content for BuzzFeed's Asian-identity channel, APop.
- + Seamlessly collaborated with the larger Production team, Series team, Complex booking team, and members of the BuzzFeed Fellows Program to ensure the highest quality of video pitches and output.
- + Organized production schedules, ensured budgets were met, coordinated with outside vendors, shoot locations, DPs/crew, and talent/creators.

2019 - 2021 Meredith Corporation

Senior Producer, Content Development Team

- + Created an array of YouTube, Facebook, and Instagram content for Meredith legacy brands including AllRecipes, Real Simple, and HelloGiggles.
- + Spearheaded projects from pre- to post-production, wrote scripts, created brand-facing treatment decks, conceptualized video series, curated on-camera talent, and worked cohesively and creatively with the larger video and editorial teams at Meredith.
- + Produced digital content for the beauty team on the HelloGiggles and The Pretty beauty brands. Developed series, secured talent, directed and filmed content in-studio and in-the-field, and edited.
- + Conceptualized and produced the social-first series, "Rosé Colored Glasses."
- + Hosted and produced "Beauty Hop," a social-first series about global beauty trends that boosted the brand's Instagram audience and engagement.

LOS ANGELES

2017 - 2019 POPSUGAR*Beauty Producer*

- + Head of the Los Angeles beauty video team at POPSUGAR Studios.
- + Produced editorial and sponsored/client-funded video content for popsugar.com and its social entities.
- + Conceptualized and pitched original series and video content, wrote scripts and editorial pieces, produced and directed in-studio and in-the-field, and lead edit direction.
- + Compiled video content stats and gathered insights for weekly update reports.
- + Pitched and lead producer on the skincare series, "The Makeup," and the diversity-focused hair series, "Tressed Out," both of which ushered audience growth and viewer retention to the brand's beauty channel.
- + Producer on the channel's staple beauty review series, "Beauty Junkie."
- + Appeared as on-camera talent for social video projects.

2015 - 2017 Freelance Digital Producer

- + Snapchat: Created a mobile news pilot project for the app's local Discovery section.
- + VICE: Pitched and reported on-camera for two pilot projects slotted for release on VICE and HBO. On-call correspondent for local and international news pieces.
- + VyRT: Social marketing and video production for cross-platform brand channels.
- + Jumpcut: Production management including call sheets, budgets and shoot schedules for "Spotlight" video series.
- + IPSY/Generation Beauty: Talent management for content creators and identifying strategic brands for partnerships.

2012 - 2015 The Los Angeles Times*Multimedia Journalist & Video Producer*

- + Anchor and in-the-field journalist for the LA Times' first daily video news series.
- + Pitched, produced, and reported original content on-camera across various local and international beats.
- + Hosted a daily web news series and produced video packages featuring trending headlines, human interest stories, local events, global tech, etc.
- + Headed cross-platform social marketing on web and mobile; identified and researched original video news stories; wrote broadcast scripts and web/print content; booked guests; assisted in stage shoots and video edits; assigned videographers, and more. Experience in live-to-tape filming.

NEW YORK

2011 - 2012 The Deal // Video Journalist**2010 - 2011 Comtex News Network // Video Journalist/Web Writer****2009 - 2010 The New York Enterprise Report // Assistant Editor****2009 - 2009 bIT 360 // Proposal Editor**