HANY KAMEL

SENIOR PRODUCER · DIRECTOR

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PROFILE

Senior producer and director with 20+ years of experience across TV promos, TV commercials, music videos, documentaries and campaign content. Founded and ran a production company for 18 years, delivering Ramadan and seasonal TVCs for agencies and brands across Egypt and the Gulf, then joined Dubai Media Incorporated as Senior Promo Producer for Dubai TV. Now Managing Partner at AKO Media, executive producing a multi-format UAE national campaign. Hands-on from concept to delivery: creative briefs, Arabic and English scripts, storyboards, budgets, crews, talent, shoot and edit. Uses AI image and video tools to speed up pre-production and pitching.

EXPERIENCE

Managing Partner · Executive Producer — AKO Media, Dubai — Sep 2026 – Present

- Executive producer of *200 Nationalities*, a multi-format campaign celebrating the 200 nationalities living in the UAE: vox-pops, documentaries, influencer content, and mosaic and book components.
- Pitch the campaign to government stakeholders, including DCT Abu Dhabi and Dubai DET.
- Build and manage a lean production team; own the schedules, budgets and delivery across all formats.

Senior Promo Producer — Dubai Media Incorporated (DMI) · Dubai TV — 2024 – 2026

- Directed, produced and edited on-air promos for Dubai TV programming and acquired content, including *Carpool Karaoke Dubai*, *Awwan Movies*, *La Mosiqa*, *Al Chauffeur*, *Totabaq* and *Spiderman World*.
- Created and pitched promo concepts, Arabic (Fusha) and English VO scripts, storyboards and AI-generated concept frames. Projects included *X Factor*, the UAE National Day campaign, and behind-the-scenes promos for the Emirati comedy *Wadeema & Halima*.
- Trained in-house teams in promo production and storytelling.

Founder · Executive Producer · Director — SightMedia Production, Egypt — 2005 – 2023

- Built and ran an independent production house for 18 years, producing TVCs, music videos, making-of films and corporate documentaries for agencies in Egypt and KSA (OMS, Plan B, 3-Degrees).
- Ramadan and seasonal TVCs and branded music videos for **Master Group Developments**, **Genova Zayed**, **Etoile Patisserie**, **Penduline**, **Arabian Oud** and **Ladera**.
- Directed leading Arab talent, including Medhat Saleh, Maged El Masry, Mai Kassab, Nicole Saba and Mohamed Anwar.
- Managed the full production cycle: bidding, budgeting, casting, crewing, locations, shoot, post and delivery to agency and client.

Director · Creative Director (Freelance) — TV commercials, documentaries & corporate films — 2003 – Present

- 20 years producing, scripting, shooting, editing and directing corporate documentaries for companies and institutions.

Media Production Instructor — Al Jazeera Training Center (Qatar, 2008–2010), DMI, Egyptian Radio & TV Institute, Misr University for Science & Technology (2001–2005), Fusion Academy

- Taught TV production, directing and editing to students and broadcast professionals. Coached actors through workshops and private sessions.

SKILLS

Creative & production management · Budgeting & scheduling · Promo & TVC concepts · Creative briefs · Storyboards · Arabic (Fusha) & English scriptwriting · Voice-over (AR/EN) · Directing talent · Adobe Premiere Pro · Media Encoder · AI image & video generation · Pitch decks · Music production

EDUCATION & MEMBERSHIP

Bachelor of Mass Communication
Misr University for Science & Technology, Egypt, 2001

Member, Egyptian Cinema Professions Syndicate (No. 5962)

LANGUAGES

Arabic (native) · English (fluent)