

Hafeez M. Saheed

feezable@mac.com • (862) 485-1910

<https://www.feezable.com> • [LinkedIn](#)

Accomplished and results-driven professional with comprehensive experience in media production and content creation. Proven success in leading cross-functional teams to deliver multiple award-winning projects within constraints. Extensive experience with global productions, live-action, visual effects, animation, and experiential content. Adept at implementing creative development and comprehending the significance of emerging platforms in propelling novel formats and innovation. Knowledgeable in cultivating robust partnerships with key leaders across client-facing enterprises. Exhibited notable leadership abilities, showcased by managing teams to achieve exemplary project results via resource optimization. Known for embodying creativity, enthusiasm, open-mindedness, confidence, trustworthiness, ethics, organization, and a hands-on approach.

Executive Integrated Producer

2021 - 2023

McCann Detroit, Birmingham, MI

Headed the content production department overseeing Business Affairs, Print Studio, Copy Editing, Asset Management, and Traffic functions. Lead producer for major client acquisitions, including Shoe Carnival, Bissell, Lockheed Martin, and Canon Office Products, driving successful outcomes and bolstering the company's portfolio.

- Spearheaded the execution of high-profile General Motors Corporate campaigns, notably playing a pivotal role in a successful Super Bowl campaign in 2022.
- Fronted operational activities of the content production department, ensuring efficient workflow and high-quality output.
- Formulated distinct approaches to amplify the visibility of services, and provided strategic guidance to agency leaders as subject matter expert.

Executive Producer

2019 – 2021

Wunderman Thompson, New York, NY

Collaborated with agency leaders to architect distinctive strategies aimed at significantly enhancing service visibility as subject matter specialist. Managed production projects for renowned clients including Walmart, Stouffers, and Newell Brands (Elmer's, Krazy Glue, and Sharpie). Developed and executed a strategic campaign for One Main Financial, resulting in enhanced brand visibility and engagement. Initiated production efforts during the pandemic, notably for T. Rowe Price and Samsung Mobile and Home Appliance campaigns.

- Collaborated with production partners and marketing experts in the development of visually captivating commercial content.
- Produced engaging content and advertisements in various forms, with placements on both broadcast and digital platforms.
- Partnered with the agency team to bring creative concepts to life and assembled a team of directors and production personnel.

Executive Producer

2018 – 2019

Flint and Steel, New York, NY

Guided production of the Topps Ring Pops campaign, encompassing budget oversight, creative guidance, and schedule coordination. Cultivated relationships with production partners, serving as the central point of contact from campaign inception to completion.

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Head of Production/Executive Producer

2009 – 2018

Nickelodeon Creative Advertising

Guided and developed the establishment of the operational production department, overseeing the development of processes, recruitment of personnel, and collaboration with external production partners. Initiated and actively engaged in cost negotiations, optimizing resource allocation by selecting and onboarding ideal partners for diverse projects. Orchestrated and managed numerous concurrent projects to endorse teamwork to maximize productivity and achieve outstanding results.

- Contributed to project success by encompassing the design of methodologies, execution, regulatory scrutiny, and overall advancement.
- Drove operational efficiency by directing the optimization of processes and facilitating departmental expansion.

Career Notes

Saatchi & Saatchi, Senior Producer: Clients included General Mills and Procter & Gamble.

School of Visual Arts, Adjunct Professor, Bachelor of Fine Arts Program and School of Continuing Education: Conceived, developed, and implemented production process curriculum.

Presentations

- Moderator and Panelist, Insight Exchange Network (2018, 2019)
- Founded the Nickelodeon Creative Advertising Spotlight Screening, featuring guest speakers highlighting work from 20 production partners (2018)
- Featured Guest, NJ Ad Club Professional Spotlight Series (2018)
- Panelist, Montreal Effects Conference (2016)
- Speaker, Grady College, University of Georgia (2014)
- Panelist, Shoot Magazine Annual New Directors Showcase (2013)

Industry Awards

- Webby Award, Best Community Engagement (2023)
- Webby Award, Branded Comedy (2023)
- Telly Awards Gold and Silver Winner (2016, 2017, 2018)
- Clio Short List (2017)
- Best in Show, New Jersey Advertising Club Awards (2017)
- PromaxBDA (2016)
- General Mills Brand Champions Award (2009)

Affiliations

- Judge, The Telly Awards (2018 - Present)
- Board member, New Jersey Ad Club (2017-2018)
- Judge, The One Club, The Young Ones ADC Category (2016-2017)

Education

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- M.S. Education, St. John's University, New York
- B.A. Media Communications, Hunter College, New York