

# CV: FATIMA MAWAS

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## EXPERIENCE

### **Freelance Video Producer / Content Creator**

2010 – Present

As a freelance video producer and content creator, I have collaborated with a range of clients across education, health, social services and advocacy industries, including Amnesty International Australia, Guardian Australia, Bus Stop Films, Victorian Department of Education, Wilurarra Creative, Women's Information Referral Exchange, Switchboard Victoria, and Multicultural Centre for Women's Health. These productions range from feature-length documentaries to short-form content optimised for social media and community use.

In addition to video production, I design and facilitate workshops for marginalised communities, including refugee and at-risk youth, culturally and racially marginalised (CARM) women, people with disabilities and remote Indigenous communities. My workshops combine mentorship and capacity-building, providing participants with the skills to tell their own stories using digital tools such as DSLR cameras, iPads, and editing software. My work consistently integrates trauma-informed, culturally safe storytelling practices and is driven by a strong ethical and community-first approach. This approach is exemplified by the short film *Amar*, commissioned by SBS and Film Victoria, which I wrote, directed, and produced in 2019.

My freelance career has sharpened my capacity to work across all phases of production—concept, scripting, studio-lighting, shooting, audio production, animation, post-production—and to tailor work to diverse audiences and community partners.

### **Special Broadcasting Service (SBS)**

**News Producer / Video Editor** 2022 – 2024

As a News Producer and Video Editor at SBS, I crafted high-quality visual journalism for broadcast and digital platforms. My news stories featured across three major news bulletins—SBS World News, NITV News, and SBS Arabic TV News—and I pitched, scripted and edited stories under daily deadlines, often incorporating culturally sensitive material and multilingual content to reach diverse audiences. One of my proudest achievements was producing *Open Dar*, a story highlighting collaboration between First Nations and Arab-Australian creatives. The piece was broadcast across all three SBS platforms and widely shared on social media.

In recognition of my experience and technical proficiency, I frequently acted as Video Editing Shift Leader. In this capacity, I supported my team to shape visual narratives, offering technical and editorial feedback to colleagues, and mentoring junior editors. My work required strong proficiency in Dalet OneCut, Adobe Premiere Pro, and After Effects, along with the ability to work independently on tight deadlines. My responsibilities also extended to liaising with SBS's editorial and production teams, ensuring alignment with editorial guidelines, audience engagement goals, and accessibility standards.

## **Victorian Department of Education and Training (DET)**

**Senior Project Officer, Integration and Communication** 2016 – 2018

As a Senior Project Officer, I led the design and implementation of the Effective Practice Project, a multi-channel campaign profiling schools that had improved student outcomes across Victoria. I created all associated video content, and managed the project from conception to completion, including pre-interviews, scripting treatments, filming, animating and editing a series of school case studies.

To support and amplify this video content, I collaborated with a graphic designer to co-design and produce an interactive e-booklet that became a key Department resource. It was tailored for two different audiences, school principals and classroom teachers, and included interactive images as well as QR codes that trafficked audiences to the online video case studies. The approach set a precedent for how digital storytelling could be used in educational reform and professional development, and the project became the model upon which subsequent campaigns were developed.

I also coordinated the migration of content from Joomla to WordPress, and was responsible for maintaining the department's web presence in alignment with branding and tone guidelines. In this role, I published both internal and external content, ensuring clarity, accessibility and engagement. Working with communications, education and technical staff, I gained experience synthesising complex ideas into actionable, accessible communications strategies.

## **Moreland City Council**

**Social Media / Digital Media Officer** 2014 – 2016

At Moreland City Council, I was responsible for the strategy, creation and moderation of digital and social media content across the organisation's platforms. I managed the social media schedule and led a small digital team that supported Council's satellite platforms such as libraries, fitness centres, and youth and community spaces. Using tools like Sprout Social and Hootsuite, I developed monthly performance reports and risk assessments, informed content strategy decisions, and trained satellite staff on managing social media platforms in line with Council brand and tone style guide.

I was also responsible for introducing and implementing Council's livestreaming capability. I procured and tested all technical equipment, negotiated with IT to ensure bandwidth access, and led the livestreaming of Council meetings and events through the website and Facebook page. This increased civic access and transparency, particularly for residents experiencing barriers to attendance. As an audience engagement strategy, I introduced innovative weekly content formats designed to increase follower engagement and improve Council's visibility on social media platforms. These segments built community trust and boosted engagement with public service announcements and event promotions.

## EDUCATION

### University of Melbourne - Victorian College of the Arts 2011

Postgraduate Diploma in Narrative (Film and Television)

### University of New South Wales – College of Fine Arts 2008-2010

Bachelor of Digital Media

### Australian Film Television and Radio School 2008

Graduate Certificate in Screen Drama (Writing and Directing)

### St Leonards TAFE 2006

Certificate IV in Screen

## SKILLS, TOOLS & PORTFOLIO HIGHLIGHTS

### Digital Video Production Software

- Adobe Creative Suite (Premiere Pro; After Effects; Photoshop; Illustrator; InDesign; Animate; Audition; Media; Encoder)
- Dalet OneCut
- Final Cut Pro
- Blender
- Typito
- Topaz Video AI

### Video Production

- Camera (Multicamera and Livestream)
- Lighting
- Sound operation

### Social Media Strategy, Content Management and Analytics

- Hootsuite
- Sprout Social
- Meta Ads
- WordPress
- Joomla
- Wix

### Portfolio Highlights

- [Heather Hill Primary School – Writers Festival](#)
- [Keilor Views Primary School – Student agency in learning and assessment](#)
- [Open Dar – SBS World News](#)
- [Effective Practice Project – Victorian Department of Education](#)
- [TPG | Vodafone 5G Rollout](#)
- [Amar](#)

## REFERENCES

Available upon request.