



Name **Mihika Goyal**
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Objective:

Motivated and highly driven film professional seeking to work under an experienced Director and/or Production crew to utilize the knowledge, education and experience in the field and gain valuable practical real-life film production and Directing experience. I want to equip and empower myself to tell powerful stories- stories that are thought provoking and can bring about a change

Education:

George Brown College, CA	PG Sound Design & Production	2023	GPA 3.85/4
University of Portsmouth, UK	BA(Hons) Film Production	2020	FirstClass Honours, GPA 3.8/4
Lancaster University, UK	Intl Foundation Social Studies	2017	
GEMS Wellington Intl School, Dubai	IB Diploma programme	2016	
GEMS Wellington Intl School, Dubai	GCSE/IGCSC	2014	

Work experience:

Freelance – Production and AD **Déjà Vu Productions, Très Content, Boomtown Productions, Verge Vision (Oct21 till date)**

Undertook several projects (details attached) with prominent production houses in the Middle East. The projects included iconic commercials and advertising campaigns for blue chip companies, MNCs and large corporates. Mainly responsible for casting, wardrobe fittings, transportation, apart from preparation of decks, release forms, etc. All works were executed professionally within the deadlines.

For two of the big budget projects, namely, UAE National Day Commercial project for Etisalat and Yas Island Commercial project for Aldar which was with an A-list Celebrity, performed the additional duties of an On-set 3rd Assistant Director and Production Coordinator due to my efficiency, proactiveness, good people skills and ability to manage the Cast and coordinate with the 1st Assistant Director.

For the Bissel project undertook the role of a Project Manager having the overall responsibility for the project execution.

Social Media Executive **Mitra – Indian Fusion Bistro, Dubai (Feb21 till date)**

Responsible for managing the social media marketing of the brand including creating Still and Video Shoots to create content used for Social Media posts on Instagram, Facebook and Google. Worked on marketing strategies for inhouse promotions and third-party aggregators like Zomato, Entertainer, etc. Conduct photo shoots of all ambience and dishes in the menu. Additionally, manage the website to ensure that all latest information is updated timely. Also worked as an Intern from April20 to Oct20

Production Assistant **Nomad Productions FZ LLC (Feb2021- Jul2021)**

Assisted the production team in several projects for government and blue-chip clients like ENEC, Etihad Airways, ADNOC, etc (details attached). However, the documentary film for Discovery International on Covid warriors fighting the battle in UAE to be aired on the Discovery Channel was the most challenging as it involved shooting critical scenes from the COVID Ward of the Hospital, interviewing the doctors and nursing staff as well as the patients and their families in the toughest time ever.

Marketing Intern **Home Centre – A Landmark Group company, Dubai (Nov2020 – Jan 2021)**

Working with Home Centre, Middle East's largest Home Furniture Brand, was assignment to plan and execute photo and video shoot for End of Season Sale, Christmas and New Year promotion and Ramadan 2021. This included collating relevant products for the catalogue or digital marketing, getting the merchandise at the shoot location and assisting the



shoot schedule with-in set timelines. Took proactive initiative to help with set design and coordinate and worked directly with the outsourced production company for the shoots

Internship

The Junction (A Performing Arts Theatre) , Dubai (4 months June – Sept 2019)

Worked with renowned Director, Rashmi Kotriwala as her Assistant Director, Photographer and Videographer for her play “Last Of The Red Hot Lovers.” Assisted with rehearsals, storyboarded and shot all the teasers/ trailers and created social media content for the play. Considering my team player attitude, my creative skills and ability to withstand work pressure, the Director entrusted me with additional responsibility of creative control with props, costumes, music and working with actors during rehearsals and shows. The play was showcased over 3 days with a full house and media/PR coverage.

Internship

K Kompany, Dubai , UAE (2 months July-Aug2018)

Worked with the TV Production team and assisted with booking 5 new clients. Organised and managed the pre-production works including identifying locations, scheduling shoots, seeking permissions, negotiating rates. Also assisted with production shoots as Assistant Cinematographer and Assistant Director. For one of the shoots was given the charge of Producer and Director of Photography.

Internship

Sports One Retail LLC, Dubai (2 months July-Aug2017)

Applied skills in Photoshop and Photography to design an advertising promotional booklet for this Sporting Goods company. It was challenging yet fun collaborating with other departments and I understood the importance of relationship building and networking and developed problem-solving and organizational skills.

Internship

K Kompany, Dubai (6 weeks July-Aug2016)

K Company is one of Asia’s largest media content provider and entertainment company. Working closely with the Radio Sound Department and learnt a lot about soundtracks, tempo, pitch and other factors that would help me create the right sound effect and background and add value and meaning to the visual content. Also assisted with editing, managing events, filming and photography at events

Internship

Liwa Advertising LLC (3 weeks July 2015)

Worked with this advertising company and assisting in review and prepare an audio video log sheet of the advertising campaign with Lipton

Awards and Achievements:

- **“Re:Colligo” was nominated for the London Lift-Off Film Festival** in Short Live Action Narratives category in April 2019
- **Course Rep of BA Film Production in Year 1 and Year 2** from 2017-19
- Nominated for the **University of Portsmouth (UP) Union Award** in April 2018
- **“Concealed” was nominated for the GEMS Art Festival, UAE** in 2016
- **Founder and Chairperson of the Film Production Club** at School (WIS) in 2014-16
- **Held prestigious positions** - School Photographer, Tutor Representative, Business Student of the month

Creative Talent and Creative Portfolio: *Visit my website; www.mihikagoyal.com*

- **Vocal singer:** Passed Grade 3 Popular Vocals from Rock School (UK) with Merit. (2013)
- **Recorded a jingle for Ski Dubai (Mall of the Emirates, Dubai, UAE)** as part of a group of 5 singers through school nomination (2008)
- **Made short films, Musicals and other short pieces/scenes** as per attachment

Extra-curricular activities and Community work:

- Volunteer in multi-disciplinary fields like Middle East Women’s Entrepreneurship Award (2014), Scoring on Leader Board for DP World Golf Championship (2012-2014), organized and managed the “Kris Fade Show” Virgin Radio Dubai held at WIS school (2015)
- Volunteered in community service activities on a regular basis like Ramadan Food Packing for Workers, Gift packing for Seafarers, Water for workers, Beat Diabetes Walk
- Part of clubs and committees in school and University

Languages English, Hindi,



Technical and Computer Skills Avid Media Composer, Avid Protools, Audiokinetic Wwise, Unreal Engine, Reaper, Final Cut, Photoshop, Movie Magic (budgeting software), Word, Excel, Power Point

Hobbies and Interests

Film production, singing, watching cricket, watching TV & Movies (all genres), Photography

Other Skills

Good communication skills, leadership, collaborative worker and good team player, creative out of the box thinker, tenacity, ability to work under pressure with quick decision making and always ready for a challenge. **Strong pre-production and budgeting skills with multi-tasking abilities**

References can be made available on request