

Ehsan Al Awadhi

Writer/Director

Multi-cultural Emirati working in the film and video industry for over ten years now. I speak fluent English, casual Arabic and beginner French. I've lived in 3 countries and visited over 30 countries thanks to travel-related projects early in my career.

I spend my free time writing scripts, producing music, reading psychology books/articles and traveling to art events and festivals. To be honest with you, I'm not a very traditional person. I'm obsessed with the future more than the past.

I've done ads, corporate videos, short films, music videos — I tend to like very raw or highly stylized videos while staying away from over-used styles. I've worked my way up from being an editor, camera assistant, lighting assistant, production coordinator, assistant director and Producer before becoming a Director.

I believe in quiet, hardworking crews and a well-structured set. Most of the creative work happens before and after shooting—storyboarding, editing, and feedback sessions. When I'm on set I'm engineering an agreed plan with a well-prepared crew and giving my attention to the people who give/require feedback.

Career:

2023-Present: Founded The Love Network where we produce Music, Fashion and Art- related films and ads.

2019-2022: As the most senior Director/Producer at Expo 2020 Dubai, I Produced and Directed hundreds of videos, from ads and high-value interviews to risky FPV drone cinematography and massive campaigns. Budgets ranged up to \$1.4 million, with multiple crews and a creative in-house department of over 30 people. Managed complex logistics, coordinated with international media operations teams, and delivered high- quality content on tight deadlines.

2015-2018: Senior Producer and Director at QB7 Studios — a boutique agency based in Dubai serving brands like Adidas, Reebok, Sony, Dubai Tourism, and the Prime Minister's Office among others.

2013: Awarded Best Cinematography at Cannes Film Festival Short Corner for "My Name is Iman".

2012: Produced and directed Power of Good, a documentary funded by The Creative Lab (TwoFour54) diving deep into the human connection between residents and laborers in Dubai.

2011: New York Film Academy Graduate. Full scholarship recipient. Simultaneously freelanced as a video editor, camera assistant, camera operator, and production manager.

2010: 6 years and 11 months as a financial investigator and supervisor at the Dubai Financial Services Authority in the DIFC.

Favorite Projects:

Here are some stories that shape how I approach my craft:

- **Small Budget Multiplication:**

One of my favorite projects was with DJ Bliss. He had a simple, catchy beat, and he tasked me with achieving the highest Youtube views per dollar spent. My only requirement was that he believes in the vision and the risks I recommend. We worked in Uganda to produce a music video focused on a popular dance crew called Ghetto Kidz. With a budget under \$15,000 and just one day of shooting, we created a video that hit over 1 million views (last I checked).

- **Big Budget Management:**

For nearly three years, I documented the entire project — from the architectural feats of building the site to managing dozens of agencies. I produced everything from small ads and interviews to cinematic drone shots and large-scale event videos. I managed teams from two people to several crews operating simultaneously, consistently delivering complex projects within strict deadlines.

- **Risk-Oriented and Leadership:**

Early in my career, I worked as a risk and financial supervisor in a major Dubai financial center. I quickly learned how to have tough, honest conversations with senior executives — often the top decision-makers of big companies. This experience made me incredibly confident in managing budgets, resources, and clear communication—skills I leverage daily in media production.

Check out stills and clips [here](#):

Services:

1) Freelance Producer & Director

- **Half Day:** AED 1,500
- **Full Day:** AED 2,500
- **Pre/Post-Production Remote Supervision:** AED 100/hr

2) Full Production & Crew

Starting around **AED 10,000 per day** for a team of Director, Production Manager, Camera Operator and Camera/Lighting Assistant.

3) Social Media Videography

For lower budget projects, I can lend you a suitable freelancer in the social media scene for **AED 2,900 for 6 hours of filming and 2 days of editing.**

Contacts:

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