

BAKER ALMITWLY

CREATIVE DIRECTOR & FILMMAKER

An innovative Creative Director and Filmmaker holding a rigorous background in Software Engineering. Expert at bridging the gap between technical, systematic frameworks and psychological visual depth to engineer compelling brand identities and resolve complex visual narrative challenges. Deeply anchored in authentic, high-impact street-level productions, realistic cinema.

EDUCATION

B.Sc. in Software Engineering
Al-Zaytoonah University of Jordan

Expected Graduation:
January 2027

- **The Social Experience:** Spent my university years actively networking, meeting people from different industries, and attending tech events across Jordan. This social circle became the real foundation of my career.
- **The Engineer's Mindset:** Learned how to build solid systems, break down big tasks, I use these exact logical skills every day to plan film shoots and manage creative campaigns smoothly.

PROFESSIONAL EXPERIENCE

Creative Director & Content Creator
Specto-ICDL Jordan

Feb 2026 – Jun 2026

- Managed the complete digital rebranding and video content for Specto and ICDL Jordan, making standard educational courses look modern and exciting.
- Directed a joint marketing campaign between Specto and the German Jordanian University (GJU), perfectly mixing academic weight with a young tech vibe.
- Shot high-quality videos inside real university classrooms and computer labs using smart lighting, achieving an authentic, cinematic aesthetic that eliminated the need for staged studio sets.
- Designed everyday marketing materials including promotional posters, social media graphics, and videos.

Visual Producer & Director
Hasana Production

Oct 2024 – Dec 2025

- Oversaw the full production and general direction for major regional shows including Sijal, Qawafil, and Mulham, making sure every program got its own unique visual identity and vibe.
- Stepped up my technical skills by mastering heavy cinematic gear beyond standard cameras—learning how to properly work with professional, advanced camera rigs, cinema tools, and lighting setups.
- Set up warm, moody studio lighting designed to make guests feel relaxed so they could drop their guard and talk honestly on camera.

Social Media Team Lead
iTeam

Sep 2024 – Feb 2026

- **Visual Revamp & Standards:** Completely revamped the department's visual identity to match modern, professional industry branding standards.
- **Content Architecture:** Standardized the digital output by designing reusable social media post templates and conceptualizing high-performing short-form video formats (Reels).
- **Team Mentorship & Conversion:** Ran hands-on workshops teaching junior team members the core principles of visual branding, Photoshop tools, and photo-videography standards. Several members I mentored went on to secure professional roles in the field.

Wasetcom

Co- Founder & Social Media Manager

Mar 2024 – Present

- Launched and managed an online e-commerce shopping intermediary platform. Developed the app concept and drove user base growth through targeted social media campaigns.

FOLG & Albadeel

Stealth Marketing Director

Oct 2025 – Dec 2025

- Crafted street-level stealth marketing video campaigns showing products naturally inside compelling human stories to build organic trust.

DDLine

Commercial Series Director

Sep 2025 – Present

- Filmed a spontaneous field video series about buying an old Peugeot as a creative narrative hook to drive inbound photography client leads.

RoboFight

Docu-Series Director

Feb 2025 – Apr 2026

- Filmed a daily video diary of an engineering team building a combat robot from scratch, converting organic viewers into active corporate brand sponsors.

HONORS & AWARDS

1st Place (Jordan) & 2nd Place (MENA)

Awarded by the prestigious **Wameed Short Film Regional Competition** (organized by IEEE HU WIE) for the cinematic short film **Tomorrow's Execution** (Written & Directed). Highlighted for raw realistic cinema style and deep psychological visual translation.

CORE EXPERTISE & SKILLS

CREATIVE & FILM

Film Directing, Camera Shooting, Scriptwriting, Studio Lighting, Professional Cameras (Cinema Rigs, Mirrorless & DSLR), DJI Ronin Stabilizers.

MANAGEMENT

Solving Business Problems, Stealth Marketing, Writing Proposals, Pitching to Sponsors, Leading Teams.

Software Engineering

Applying Software Engineering principles to business management—specifically in gathering requirements through diverse market interactions and mapping out operational business flows to solve bottlenecks—alongside Stealth Marketing, Proposal Writing, Sponsorship Acquisition, and Team Leadership.

CONTACT INFO

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