

Romi Abouafia

TV Writer

Senior Creative Video Editor/Producer

Film and TV Marketing Specialist

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Resume Summary

I'm a storyteller with +10 years of experience in writing, producing and cutting film, TV and marketing assets. I have proven success in turning ideas into audio-visual content, both in the marketing arena as well as in longer form entertainment. Whether it be a documentary series or a 30" spot, I am equally enthusiastic to get the viewer engaged, moved and informed. Along with my experience as a creative lead, I'm highly experienced in client relationship management. I work to achieve surprising yet successful results and I have proven abilities to manage and drive people to achieve similar targets.

Core Skills

Screenwriting | Video Editing | Copywriting | Production Management | Film and TV Content Marketing Strategy | Creative Directing | AV Post-production Workflows | Client Relationships | Graphic Design | Music Supervision | Film and TV Production | Localisation | Script Editing | Budgeting |

Work Experience

2018-2021

Creator and Lead Screenwriter

THE PUBLIC | Female-Led Detective Thriller

Status: Production

Dir: Minkie Spiro (*The Plot against America*, *Barry*, *Downton Abbey*)

EP: Jed Mercurio (*Bodyguard*, *Line Of Duty*)

Co-Writer: Michal Aviram (*FAUDA*)

Producers: Ben Giladi x EGG Films, HTM

ALL OR NOTHING | LGBT Romantic Sports Drama

Status: Development

Co-Creator: Ania Bukstien (*Game Of Thrones*)

Producer: Ben Giladi x EGG Films

October 2019 – August 2020

SVOD Platform Marketing Manager | Consultancy | Vubiquity (AMDOCS Group) | London, UK

A client facing role for Cellcom TV and their TV division. Full responsibility on the commissioning of Cellcom's SVOD marketing and promo strategy every month. Maintaining good knowledge of the content coming in on the platform. Writing promo briefs and working closely with the VU Creative team to oversee the end to end process from briefing to delivery. Maintaining strong relationships with all studios and content suppliers, discuss their content slate, promotional opportunities and Cellcom's marketing planning. Monitoring the competitive landscape from content to marketing. Maintaining a close relationship with the client and collaborating with them to map the monthly, quarterly and yearly marketing goals.

October 2014 – December 2017

Promo Creative Director and Account Manager | Vubiquity (AMDOCS Group) | London, UK

While at Vubiquity I have worked with HBO, NBCU, Amazon Prime, BBC, Virgin, Sky, Sony and many more. Duties included managing a team of 10 creative producers including freelancers, GFX designers and editors. Producing, copy-writing, editing and overseeing various campaigns including corporate and sales spots, 360 campaigns, VOD educationals, promos and theatrical trailers. Launching and rebranding VOD channels across different territories such as UK, ISRAEL, SA, LATAM and EU. Working closely with marketing and external agencies, implementing and managing work flows for new accounts to ensure best creative output and clients' needs are met. Creating and maintaining style guides and communicating the brand to the rest of the team. Creating video assets as part of launching new SVOD services. Working to tight broadcast deadlines with ability to think creatively and execute independently.

2010 – Today

Creative Producer, Creative Director and Video Editor | Freelance

Client list includes Google, VEVO, Disney, The Conde Nast Publications, Vice, Discovery, NYTimes, Christie's, Vauxhall, BT, HOT Israeli Cable TV, Vinyl Factory, Channel 2 News and more.

Producing and cutting high-end video content – documentaries, social media assets and other digital assets, branded content, ads, sizzles and so on. Internationally - devising marketing strategies to market film and TV titles – both for distribution and for pre-sale/fund-raising purposes. More specifically – Producing shoots, working with talent, managing crews, script writing, designing a look-and-feel for campaigns, obtaining musical score, sourcing/selecting footage and cutting various deliverables. Working together with marketing executives to deliver a polished product ready for TV, theatrical and online-platform releases. In London, freelancing at various top agencies (see above) on a regular basis. In Israel, working for the biggest local TV broadcasters and post- production houses. Producing TV promotional campaigns in factual, documentary, drama, entertainment, kids' content and sports.

1997 – Today

Acting | Film & Television

THE DEBT | Guest star

Dir: John Madden | US/2010

BREAKING AND ENTERING | Guest star

Dir: Anthony Minghella | UK/2005

NOT IN TEL AVIV | Lead | Winner of the Jury Prize Locarno Film Festival 2012

Dir: Nony Geffen | Israel/2012

ANYWHERE ELSE | Guest star | Participated in Berlin Film Festival 2014

Dir: Ester Amrami | Germany/Israel/2014

ALLENBY | Lead

Dir: Assaf Bernstein | Israel/2012 | Channel 10

HILL START | Guest star | Israel/2013

JOE & BELLE | Guest star | Israel/2011

FAMILY SECRETS | Lead | Israel/1997

THE COOK | Guest star | Israel 2020 | YES

THE HAREM | Lead | Israel/2018 | Reshet

PLAN B | Lead | Israel/2015 | Keshet, Channel 12

VIP | Guest star

Dir: Shirley Mushayof | Israel/2014 | HOT Cable TV

THE SPECIAL UNIT | Guest star | Israel/2011 | Reshet

DANI HOLLYWOOD | Lead | Israel/2014 | YES Satellite TV

NOAH'S ARC | Lead

Dir: Rani Blair | Israel/2008 | Reshet

SATURDAYS AND HOLIDAYS | Lead

Dir: Rani Blair | Israel/1998-2015

THE RED SEA | Guest star | Israel/1999 Reshet, Channel 2

MOST LIKELY | Guest star | Israel/1999

Selected Medium-to-Long Form | Fiction & Documentary Filmmaking

2016

THE SHAMPOO SUMMIT | Lead Film Editor | NYTimes

Dir: Iris Zaki

Produced By: NYTimes Op-Docs

Synopsis: In a hair salon in Israel, Arab and Jewish women find common ground... in a sink.

2011

THE MAKING OF "THE JOURNEY TO THE MINIMIKS' PLANET" | Producer, Director, Video Editor | YES

Produced By: Playground, YES Satellite TV

Summary: The creation of a 40 minutes factual documentary following the production of the first ever full-length animation feature film to be produced in Israel. The film included observational style documentary, talking heads interviews as well as animation and special effect.

2008

Eyes | Writer, Producer, Director

Summary: A 20 minutes drama selected to participate at 2009 Cannes Short Film Corner as well as numerous other international film festivals.

Education And Army Service

2008

London Film School

MA, Filmmaking

Graduated with distinction

2006

Video Editor and Graphic Designer

Film Unit, IDF

Languages

- Hebrew – Mother Tongue
- English - Fluent

Awards & Acknowledgements

- Israeli Film Academy Awards – Nominee 1997
- Israeli Television Academy Awards – Nominee 2010
- Winner of Best Israeli Music Video 2006

Additional Information

- Dual citizenship (British & Israeli)
- Has volunteered as filmmaker for social causes throughout the years
- Experience in hosting live events and TV shows
- Experience in journalism
- Interests: Reading, cooking, traveling