

KARIIM CASE

Development Assistant Producer



CONTACT INFO:

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🌐 www.kariimcase.com

PROFILE:

In 2023, I became one of Broadcast's Hot Shots which seeks to celebrate people excelling early on in their professional lives.

I'm an experienced Development AP who has created, developed, designed decks and won pitches in digital formats, branded digital content, and linear TV formats. In my current role, I have established an expertise in developing formats for youth audiences across multiple genres including - factual, fact ent, comedy, sports, podcasts and press junket formats for Snap, YouTube and Tik-Tok.

In my previous role I launched a digital label with a flagship show [Boxfresh] I co-created for the launch of Channel 4.0, led a nationwide talent search, successfully led pitches to commissioners at, Channel 4.0, Channel 4 (linear & digital), Netflix, BBC 1, BBC 3, Youtube Originals, UKTV, ITV and ITV2.

I am also a graduate of the competitive Channel 4 Production Trainee Scheme [21/22].

EXPERIENCE

Digital Development AP | 4 Studios | Channel 4 | December 2022 - Present

- Played a pivotal role in forming and developing an array of original fact-ent, sports, factual, topical/reactive, press junket, and podcast formats for youth audiences across platforms like Snap, YouTube, TikTok and Facebook.
- Worked across creating, formatting and developing formats for brands including Toblerone, Ever Clean, Vanish, E45, Remington and Nicorette, which saw me work closely with both the sales and commissioning teams.
- Consistently sourced new social talent (and created working relationships), managed the department's talent slate and cut tapes when necessary.
- Mentored eight trainees as part of Channel 4's Content Creatives scheme who gained skills in developing ideas from a 'nugget' to the pitch stage.

Development AP | Snap Originals

- Tr4nsform | Nov '23 - Jan '24
- Bold Predictions | Nov 23 - Dec '23
- Baking News | Oct '23 - Nov '23
- Face Your Fears | July '23 - Aug '23
- Stanformations | May '23 - June '23
- Internet vs The World | April '23 - June '23
- World's Worst Tattoo's | April '23 - June '23
- Queenie: Date My Chat | Dec '23 - Feb '24

Development AP | Branded Originals

- Remington: Hair Stories | Nov 23 - Dec 23
- Nicorette: Future Me | Nov 23 - Dec 23
- Ever Clean: The Existential Thoughts of Cats (w/ Abi Clarke) | Aug 23 - Sep 23
- Vanish: Me, My Autism & I | Jan 23 - Feb 23

Development Researcher | Wise Owl Films | May 2021 - December 2022

- Led on a paid dev to discover talent for E4 Academy's New Faces campaign
- Played a leading role in the development of the new youth-skewing/digital label HOOT, and responsible for generating and managing the slate.
- Delivered and led on pitches to commissioners (digital and linear)
- Wrote scripts and co-produced talent links within formats
- Produced and edited TikTok's & sizzle tapes
- Sourced products for formats and heavily contributed to the look and feel of formats
- Sourced, casted and developed relationships with up-and-coming and established talent/contributors
- Managed the company's website and social media accounts
- Transcribed archival interview footage
- Assisted on location shoots

CREDITS

- Boxfresh | Co-Creator/Development & Production Researcher | 6 x 12' Channel 4 Digital | Nov 21 - May 22
- When Motown Came to Britain | Production Researcher | 1 x 60' BBC | Oct 21 - Jan 22
- Guy Garvey From The Vaults | Production Researcher | 2 x 30' Sky Arts | June 2021
- When Tina Turner Came to Britain | Production Researcher | 1 x 60' BBC | Aug 22 - Sep 22

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PREVIOUS EMPLOYMENT

- **Student Liasion Assistant | Leeds Arts Union | Jan 20 - March 21**
 - Responsible for overseeing the production and copy of the university magazine (NEST) and provided effective support and organsied a series of social events for students
- **Research Facilitator | Leeds Arts University | July 19 - Oct 19**
 - Worked closely with senior lecturers and management on the undertaking of a published research project looking at the experience of students of colour at Leeds Arts University
- **BeeCreative Media Agency | Manchester International Film Festival | 2016 - 2017**
 - Developed a social media team to market and promote the festival, as well as managed a team of volunteers
- **Director, Programmer and Film Curator | Manchester Film Festival of Diversity | 2016**
 - Led a team of 13 to develop a festival celebrating diversity, and was responsible for the curation and programming of the event by liasing with distribution companies and universities across the country.

EDUCATION

- Leeds Arts University | MA Creative Practice
- Manchester School of Art | Manchester Metropolitan University | BA Film & Media: First Class

REFERENCES

- Nyall Cook | Head of Development | 4Studio | ncook@channel4.co.uk
- Ally McCrae | Digital Development Producer | 4Studio | amccrae@channel4.co.uk
- Lucy Smith | Fawkes Digital | lucy@fawkes.digital | 07736449491
- Edi Smockum | Director at ThinkBigger! | edi.smockum@thinkbigger.uk.com | 07538194422