

# KARIIM CASE

## DEVELOPMENT PRODUCER

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\*All links are clickable and lead directly to viewable content.



- Development Producer with four years' experience across entertainment, factual and lifestyle formats for broadcasters
- Specialises in digital-first, branded and youth-focused content with a love for food, comedy and music
- Developed and created a Webby Award-winning original show + formats for YouTube, TikTok, Snap and Facebook
- Strong relationships within broadcasters such as Channel 4, from an in-house role
- Currently seeking a full-time development role at a production company, agency or in-house at a brand

## EXPERIENCE

### Assistant Producer (Development), Studio Ramsay Global | Jan - Jun 2025

Contracted role for Gordon Ramsay's production company.

- Developed digital food formats for international talent and branded food content for UK digital channels
- Developed lifestyle, entertainment, factual entertainment, kids and reality formats
- Led ideation sessions and pitched concepts directly to Managing Director and Head of Production
- Created pitch-ready talented fronted one-pagers and decks using Photoshop, AI tools and PowerPoint

### Producer (Development), 4Studio | Dec 2022 - Jun 2024

Selected for Channel 4's first in-house digital development team, following my stint at Wise Owl Films.

- Promoted to Producer within one year
  - Designed and led a development course for eight Channel 4 Content Creatives trainees, helping shape ideas into pitch-ready decks
  - Supported team Researcher in developing skills across ideation, Adobe, design and pitching
- Created original Channel 4 digital formats for Snap, YouTube, TikTok and Facebook across genres including:
  - **Dating:** *Date My Chat*

Digital shoulder content for the launch of *Queenie* TV series

- **Food:** *Baking News*
- **Factual** Entertainment: *Face Your Fears*, *Stanformations*, *Internet vs The World* and *World's Worst Tattoos*
- **Sports series:** *Bold Predictions*
- Developed short-form branded content with sales and commissioning teams for *Vanish* (DEI Webby winner 2024, Lovie nominee 2023), Toblerone, Ever Clean, E45, Remington and Nicorette
- Managed the team's talent database

### Assistant Producer (Development), Acclaimed Content | Sep 2024

Contracted role for digital production company led by Anton Inwood (CD) and Ché Chumber (MD).

- Due to my insight from working within Channel 4's in-house content studio, I was hired to respond to Channel 4.0's 2025 brief
- Developed a series of youth-focused formats with the Creative Director
- Created compelling pitch-ready one-pagers using Photoshop, PowerPoint, and Canva

### Researcher (Development), Wise Owl Films | May 2021 - Dec 2022

Year-long placement as part of Channel 4 Production Trainee Scheme, contract extended for seven months.

#### • DEVELOPMENT

- Led a paid development talent search for E4's New Faces Academy
- Launched HOOT, the company's digital imprint – managed the slate and developed *Box Fresh* (Channel 4.0 commission)
- Developed linear formats across lifestyle, factual, entertainment and kids for UK broadcasters and SVODs; led commissioner pitches
- Produced and edited TikToks and sizzle tapes

#### • PRODUCTION

- Wrote talent scripts and worked across pre- and post-production for *Box Fresh*
- Sourced and cast both emerging and established talent
- Transcribed archival interview footage
  - *Guy Garvey: From The Vaults* | 2x30 | Sky Arts
- Researched and assisted on location shoots
  - *When Motown/Tina Turner Came To Britain* | 1x60 | BBC

## REFERENCES

- Martha Housden | Head of Development | Studio Ramsay Global | [marthahousden@studioramsay.com](mailto:marthahousden@studioramsay.com) | 07779265524
- Nyall Cook | Executive Producer | 4Studio | [ncook@channel4.co.uk](mailto:ncook@channel4.co.uk) | 07964667957
- Lucy Smith | Fawkes Digital | [lucy@fawkes.digital](mailto:lucy@fawkes.digital) | 07736449491