

# WISAM MSHATI

## Creative Director | Campaign, Social & Video

Toronto, ON | w@mshati.ca | mshati.ca | LinkedIn | Portfolio

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### SUMMARY

Creative Director with 10+ years spanning creative production, product management, and team enablement. Founded and scaled a content studio to \$335K revenue (2024), leading campaign, social, and brand video production for clients including Sotheby's and Munich Re. Builds and leads distributed creative teams (local + offshore), designs scalable production systems, and ships consistently under tight timelines. Early adopter of AI-enhanced creative workflows in live production. Background in product management (Wolters Kluwer) brings structured stakeholder alignment, go-to-market thinking, and systems discipline into creative leadership.

### SELECT HIGHLIGHTS

- Shipped paid ad creative and social content using AI-first and AI-only production workflows (including Higgsfield), reducing turnaround and production cost
- Scaled content studio to \$335K revenue (2024) across brand, corporate, lifestyle, and luxury real estate
- Led distributed creative team of 7-8 (shooters, editors, admins, local + offshore) with standardized workflows and 24-48hr delivery SLAs
- Designed end-to-end production systems: intake, scheduling, assignment, QC, and delivery via Monday.com automation
- Produced media for 15 High Point Road (\$49.95M asking), Toronto's most expensive active listing (Fall 2025)
- Product management background: roadmap execution, cross-functional coordination, enablement strategy

### CORE STRENGTHS

Creative Direction | Campaign & Social Video | AI-Enhanced Creative Production | Brand Strategy & Positioning | Distributed Team Leadership | Scalable Creative Systems | Production Management | Post-Production Leadership | Stakeholder Alignment | Training & Enablement

**Tools:** Premiere Pro, After Effects, Photoshop, Lightroom, Monday.com, Google Workspace **AI:** Higgsfield, Midjourney, Runway, ChatGPT, Claude

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### EXPERIENCE

#### Mshati Productions (including TRE Media) | Toronto, ON

##### Founder, Creative Director | 2020 - Present

*Premium content studio producing campaign video, social content, brand films, corporate media, events, and luxury lifestyle production.*

#### CAMPAIGN & BRAND

- Directed and produced campaign video and social content for brand, corporate, and lifestyle clients including Sotheby's, Munich Re, and Alpha Controls
- Created and shipped AI-enhanced creative for paid social and organic content using AI-first and AI-only workflows (Higgsfield, Midjourney, Runway)
- Delivered workshop-style training and enablement for client teams: shooting fundamentals, on-camera confidence, and practical content systems

#### OPERATIONS & SCALE

- Built and scaled a lean studio to \$335K annual revenue (2024), sustaining 30-50% gross margins through packaging, workflow design, and vendor management
- Designed and ran end-to-end production systems: intake, booking, Monday.com automation, assignment, editing, QC, and delivery

- Led a distributed creative team (local + offshore): 2 shooters, 3-4 editors, 2 admins with standards for speed, consistency, and quality
- Maintained 24-48 hour delivery standards across parallel brand and real estate timelines

## **PRODUCTION & CRAFT**

- Led creative from concept through delivery: direction, on-set leadership, post-production review, finishing, and QA
- Produced and finished work hands-on in Premiere Pro, After Effects, Photoshop, and Lightroom
- Shot and delivered media for 15 High Point Road (\$49.95M asking), Toronto's most expensive active listing (Fall 2025)
- Delivered 30+ luxury properties/month alongside brand campaigns, product content, and events

*Selected clients: Sotheby's | Munich Re | Alpha Controls | F45 and other lifestyle brands*

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## **Wolters Kluwer | Toronto, ON**

### **Technology Product Manager | Nov 2015 - Dec 2019**

*Product management for Canadian tax research platforms across desktop, mobile, and eReader.*

- Owned product roadmap and feature prioritization informed by user research, analytics, and business goals
  - Coordinated cross-functional teams (product, content, training, global development) to plan and execute releases
  - Produced product positioning briefs, release communications, and enablement materials supporting launch and adoption
  - Led go-to-market planning and applied research methods to capture actionable user feedback
  - Monitored KPIs and reporting to identify risk and opportunity, improving adoption and engagement
  - Built execution rhythm, documentation practices, and stakeholder alignment processes applied today in creative operations
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## **Wolters Kluwer | Toronto, ON**

### **Learning Consultant, Training & Implementation | Aug 2014 - Nov 2015**

*Training and implementation for national firms and government agencies across Canada.*

- Delivered training programs for national organizations and government agencies, adapting to audience needs and adoption barriers
  - Designed scalable training strategies for blended and online learning; developed manuals, guides, and training videos
  - Conducted needs analysis and applied change management practices to tailor implementation plans
  - Served as voice of the customer, channeling feedback to product teams to improve usability and adoption
  - Led implementation projects as primary client contact, managing stakeholder expectations and outcomes
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## **EDUCATION**

B.Sc. International Business, Schiller International University (Florida, USA)

Diploma, Business Administration, London City College (Aleppo, Syria)

## **LANGUAGES**

English | Arabic | Armenian

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