

Samsudeen Sallah

Video Producer helping to communicate brands, people, and ideas primarily in digital spaces.

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📍 Boston, MA

Experience

Applause

Sr. Multimedia Video Producer Jan 2026 - Present

- Leading all aspects of video production while mentoring and managing internal creative staff.
- Manage the full lifecycle of freelance hiring and external vendor relations.

Multimedia Video Producer July 2023 - Dec 2025

- Directed end-to-end production (kickoff to completion) for interviews, podcasts, animations, and case studies.
- Partnered with global stakeholders to create high-impact visual stories for enterprise-level audiences.
- Oversaw complex production projects for top clients including Microsoft, Cisco, and Walmart.
- Scaled departmental output by 100% year-over-year by implementing AI-integrated editing workflows and onboarding new team members

Video Editor/ Multimedia Designer Jan 2022 - July 2023

- Developed foundational video strategy and motion brand guidelines ensuring visual consistency.
- Produced high-volume video animations, webinars, and graphics for internal and external marketing initiatives.

OpenView Venture Partners

Visual Designer Jul 2020 - Jul 2021

- Created motion graphics and assets for web, blog, and high-level client presentations.

Northeastern University CATLR

Media Campaign Producer Jul 2019 - Jul 2020

- Executed a comprehensive media asset strategy for SAIL, a high-profile, university-wide digital initiative.

Education

Northeastern University

Boston, MA

BA Media and Screen Studies

Experience Design Minor

Skills

- Graphic Design
- Motion Design
- Video Production
- UX Design
- Identity Design
- Sound Design

Software

- Adobe After Effects
- Adobe Premiere Pro
- Cinema 4D
- Rive
- Descript
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Webflow
- Figma
- Ableton Live

Awards

- 2024 Muse Platinum
- 2024 MARCOM Platinum
- 2023 MARCOM Platinum
- 2025 Muse Gold
- 2025 Muse Silver