

# Sameer Kermalli

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## Objective

To create the perfect document, to capture the moment, and bring awareness to it. To share information with those who will advocate, bring change and enable the cause by being the advocates and ambassadors. Enabling individuals and companies to use their material as a memory to portray what was meaningful to them in a form that will allow communication; to peak and be crucially disseminated. To document events in a way they re-shape the future.

## Experience

### Freelance

### on going

Social Media marketing content creation and optimization for private companies. Other work at volunteering capacity for startups or non-profit entities. Alliance Française DaresSalaam, Flightlink, Precision Air, Tsavorite Bakery and Restaurant, Tanzania Sea Rescue, Café Aroma DaresSalaam, Fasta Cycle Messengers, Smrkmll Photography, Bicycle Doctors, RNR Business Solutions.

Undertaking several assignments from various NGOs and other organizations that require specific sets of pictures to be taken for documentation and to be used later in other media and print material. NGOs worked with include Care International, Virtual Strategies Initiative, Financial Sector Deepening Trust, White Ribbon Alliance, Twaweza, UNWomen, PSI and IDEO, EU and National Bank of Commerce. In Tbilisi Georgia for Investor.ge under Amcham.

Layout and design projects for UNESCO Tanzania, UNFPA Tanzania, VSI, Reliance Insurance. White Coats Journal and Alliance Française bi-monthly program booklets. Info graphics, poster and journal designs and layout for EU and Delegation of EU in Tanzania. Website development for EU Business Group Tanzania.

Photography projects with hotels and restaurants, airline companies, schools and banks. A wide array of projects undertaken with the aim to give the client the product that they require. – list – Flightlink, Skylink, Best Western Coral Beach, Casa Del Ray, Golden Tulip, Faidika, Twiga Cement, Kilombero Valley Teek Company, Evans Bukuku Entertainment, Standard Chartered Bank, Barclays Bank, Camel Oil, Memories Zanzibar, Tronic, Queens Jewelers, Canadian Harvest, Travel Start, Goldstar Paints, DIY Hardware, Villa Nisseria, Oxford Botanical Gardens, Hospitality Round Table, Honourable Mkono's projects in Musoma, PSI and IDEO, European Union, ChocolateMamas and Dar es Salaam Music Festivals.

Photos featured in best of Tanzania publication, Dar Guide and What's Happening in Dar

### MAN magazine

### October 2009- February 2019

Key photographer for cover page and feature article. This included Lawrence Mafuru of NBC, Aggrey Mareale of Executive Solutions, Patrick Ngowi, Sylvester koka, Modesta Lilian Mahiga, Mohamed Jaffer of Max Insurance, Paul Kibukaa, Mohamed Shamo, Mohamed Jaffer Sobodo, Munawer Dhirani and recent work was Joesph Kusaga of CloudsFM. Other projects in the pipeline as a continuation of the magazine.

### DeskTop Productions Limited (DTP)

### November 2006 – May 2009

Main photographer for all DTP projects for 1 year.

Staff photographer for Precision Air inflight magazine and a local health journal Mwanangu published by DTP for a period of 2 years.

### **Capacity Building Instructor**

**November 2006 – May 2009**

Journalism and Media training for youths who wanted to pursue a diploma studies.

Photography training from entry level to advanced level. Training for participants picked by CEFA- Italy on photography as a means to empower them economically.

Graphics designing – Adobe Photoshop and Illustrator for Entry to Intermediate levels, Indesign to advanced level

Business capacity enhancement for students at religious school, to uplift and prepare them for a world that is about technology and understanding social media and its benefits for marketing and product introduction.

Training widows in Babati Tanzania thru Ambercombie and Kent Philanthropy on repairing and fixing bicycles to uplift their income and advocate for a greener transport method for rural people.

### **Communications Consultant**

**November 2010 – December 2017**

Strategy and content development for NGOs like Care Intl, UNESCO, UNFPA, HKI, PSI and VSI. Final project with UNWomen Tanzania on stories about Economic empowerment in Zanzibar and Pemba.

Photography trainer for FASDO Tanzania and UMOJA Training Hub.

EU Delegation of, and Business Group Tanzania – layout and design

Appointed Judge for several photography competitions in DaresSalaam by Uniglobe Skylink Travel, FASDO and Alliance Française when working with Femme Resistance Project.

## **Education**

### **Masters in Multimedia Journalism and Mass Communication**

**Ongoing**

Studying at GIPA, Tbilisi Georgia – Expected graduation date September 2021

### **Computer Engineering**

**Sept 2005**

Graduated from Cankaya University in Ankara, Turkey.

## **Skills**

Adobe suites CC. Photoshop, Illustrator and InDesign. Premiere for video editing, and Lightroom for photography editing.

UX and UI concepts

Combining photography with graphics designing is an asset.

Trained facilitator for psychometric and team building programs and teaching photography

Multi lingual – English, Kiswahili, Hindi and Turkish.

## **Experience**

Working with Write Right – Copy writing and Editing

Volunteering as a designer for TAPD Ankara and CSEDM Ankara, working with peers to create content for HIV and AIDS late 90's and early 2000.

## **Exhibitions**

2016 – 500px “views of manhattan” popular picture selection

2016 – Portraits for PDN competitions

2015/16 Faces– with Gabriel Fiolo, the Emotional Selfie Project

2014 - Alliance Française in conjunction with Women in Resistance featured interviews and pictures of four women activists in Tanzania: Mama Kaam, Helen Kijo Bisimba, Vicky Ntetema and Fatma Alloo

2012 – Alliance Française local photographers talent exhibition featuring pictures of street life in Paris

2011 – Under the mentorship of Francoise Huguier, “My Ants” was exhibited at the Muse Quay Branly in Paris and also at the Eiffel Tower

## **Panels Judging**

2019/2020 – Wiki Loves Africa Photography Competition Panel

2017 – FASDO Youth Photography training and judging competition

2016 – View from my Window competition with Anza Magazine

2015 – Climate Change Photography Contest in partnership with Alliance Française, British Council and Goethe Institute

2012 – Skylink's Annual Photography Competition

2011 – Angaza photography contest

## **Trainings**

2013 – Individual sessions for specialization photography

2014 – Workshops held at Alliance Française

2014-2015 – Teaching at DestTop Production Institute

2016 – one on one trainings for individuals

2016 – Training photography at Uhuru Learning Centre

2016 – Training religious training centre students development skills including photography

## **Website**

Photography : Facebook : [www.facebook.com/sameerkermalliphotography](http://www.facebook.com/sameerkermalliphotography)

Flickr : [www.flickr.com/photos/\\_pollux](http://www.flickr.com/photos/_pollux)

Viewbug : [www.viewbug.com/member/sameerkermalli](http://www.viewbug.com/member/sameerkermalli)

Pixoto : [www.pixoto.com/sameerkermalli](http://www.pixoto.com/sameerkermalli)

Graphic Design : Issuu : [www.issuu.com/sameerkermalli](http://www.issuu.com/sameerkermalli)