

Chamoun Issa

Film director

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Summary

An award-winning film director working with commercials, virals and short films. Key skills include meeting briefs, pitching, screenwriting, script editing, collaborating with a film team, directing actors, meeting deadlines, staying on budget, incorporating feedback, and knowledge of advertising and social media as well as current trends and film history. Delivers films of high technical and artistic quality that are featured in media, achieves viral success, are selected for film festivals and win awards.

Key skills

- Generating creative ideas to meet briefs
- Pitching and writing treatments
- Screenwriting and script development
- Collaborating with and delegating to film crews
- Directing actors to excellent performances
- Listening to and incorporating feedback from clients and producers
- Knowledge of advertising history, social media as well as current trends and film
- Meeting deadlines and staying on budget while delivering films of the highest technical and artistic quality

Career highlights

Toyota wanted to create a film that increased the number of likes on Facebook. The assignment was to create a positive film of children painting on a hybrid car that would be auctioned to benefit a children's charity. Together with the CD I wrote the film pitch and presented it to advertising agency and client, chose theme for the illustrations and chose the props, production design and look for the film, recruited the key film crew and cast the children. I directed and oversaw the editing of the main and the behind the scene film. The films doubled the amount of likes of Toyota on Facebook.

To promote books online Bookseller Magazine in association with Random House launched a competition to make virals for 3 books. I chose a suitable book, analysed its qualities, distilled them into script and wrote a treatment that was selected in a competitive pitch. I engaged the key film crew, cast actors, negotiated deals with suppliers such as Kodak and Fuji, directed and oversaw the post-production. The finished film was successful in online media in USA and the UK, was selected for the Rushes Soho Film Festival and won an award at the BookVideo Awards.

I was approached by Swedish LGBT organisation RFSL Göteborg to create a viral film to overcome gay and bi men's resistance to getting an HIV test. I analysed the campaign's goal, what qualities the target group appreciated in their social media, as well as researched old and contemporary campaigns with similar aims and studied why they succeeded or failed. I created a campaign to meet the brief and pitched it. I engaged key team personnel and cast performers. I directed and oversaw every aspect of postproduction until delivery of the film. It was a viral success: 200.000 views within 5 days of its release and more than 500.000 to this day; it was highlighted by national and international media including The Huffington Post; and it got rave reviews by LGBT media.

A Film Co-ordinator at The Stockholm International Film Festival is responsible for the traffic of the films. 170 films arrive from and are dispatched to various places at different times. It's crucial the schedule is maintained to avoid delayed or cancelled screenings and to maintain good relationships with festivals, distributors, sales agents and producers. When promoted to the job I inherited a paper system, which ensured mistakes were made rather than avoided them. I analysed how an alternative system would function, researched what computer programs was suitable, learned the program, and then built a database. The new system resulted in a decrease of mistakes, improved relations, and time saved. 13 years later, the system is still in use.

Employment

- 2005-date **Freelance**
Independent film creative
Have operated as a film creative completing assignment for clients such as Toyota, Voltarol, Radox and the French Marines; ad agencies WCRS, DDB Paris, DDB Stockholm and Family Business; film companies such as Film4 and UKFC; and TV companies such as Darlow Smithson Productions and Farmoor.
- 2001-02 **Stockholm International Film Festival**
Film co-ordinator
Co-selection and artistic development of the film programme
Responsible for the traffic of the films during the film festival
Member of the Programme Board, which outlines the festival's artistic profile for the year ahead
- 2000 **Scholarship co-ordinator**
Promotion of the "1 km film" scholarship
Selection of the nominees
- 1998-99 **Blomstertid**
Script editor, feature film / TV drama
Development funded by Swedish Film Institute and SVT / Swedish National Television

Education & training

- 2013 **Network**
Edinburgh International Film Festival
A project and talent development initiative run by Kate Leys
Mentored by producer Ivana MacKinnon
- 2011 **Think-Shoot-Distribute**
BFI
- 2003-05 **National Film and Television School, UK**
MA in Fiction Direction
Tutors included Stephen Frears, Brian Tufano and Asher Tlaim
- 1997-99 **Stockholm University, Sweden**
Film history and Film theory

Awards

- Bilingual **Prix-Interculturel**, Munich International Festival of Film Schools
Arte-Kurzfilm for best film, Munich International Festival of Film Schools
- Small World **BookVideo Awards**

Languages

English, Swedish, French, Arabic

Recommendations

"Chamoun is a director with a great eye for performances, and a lovely person to work with. His work is innovative, creative and thoroughly researched. He directed A PERFECT SOLDIER, and threw himself into the project with such enthusiasm and dedication. The final work speaks for itself, his attention to detail, and the depth of performances, as critics say, is just fantastic."
Jade Alexander, Little Jade Productions

"Working with Chamoun Issa as film director was great. Lots of energy and ideas ended up in a good result. The video he directed went viral and got attention from mainstream media. The organization and funders were pleased. Looking forward to the opportunity of working with Issa again!"
Inti Chavez Perez, RFSL Göteborg