



SADDAN ZAFAR

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my work

PHOTOGRAPHER | CINEMATOGRAPHER |
CUSTOMER SUPPORT SPECIALIST



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@picxellence_films



CREATIVE EXPERTISE

- Wedding Photography
- Commercial Photography
- Event Photography
- Portrait Photography
- Food Photography
- Product Photography
- Videography
- Cinematography
- Social Media Content Creation
- Short-form Reels
- Photo Retouching
- Color Grading



TECHNICAL SKILLS

- Adobe Lightroom
- Adobe Photoshop
- Adobe Premiere Pro
- Salesforce CRM
- Microsoft Office
- Customer Support
- Communication Skills
- Time Management
- Creative Problem Solving



LANGUAGES

- English
- Urdu



PROFESSIONAL SUMMARY

Creative Photographer and Cinematographer with over five years of experience delivering compelling visual content across weddings, commercial campaigns, events, food, portraits, and social media. Founder of Picxellence Films, combining artistic vision with technical expertise to produce high-quality photography and cinematic videos. Alongside a strong creative background, experienced in customer support operations at IBEX with proficiency in Salesforce CRM, client communication, and problem-solving. Passionate about creating impactful visual stories while building lasting client relationships.



PROFESSIONAL EXPERIENCE

FOUNDER | PICXELLENCE FILMS

June 2022 – Present

- Lead photography and cinematography projects for commercial and private clients.
- Specialize in weddings, events, portraits, food, and product photography.
- Oversee concept development, client consultations, shooting, editing, and final delivery.
- Manage branding, marketing, and overall operations of the business.

BACK OFFICE CUSTOMER SUPPORT SPECIALIST | IBEX, ISLAMABAD

April 2025 – Present

- Provide back-office support by managing customer requests and resolving issues efficiently.
- Handle customer records, documentation, and data entry with accuracy.
- Use Salesforce CRM to track cases, update records, and ensure timely resolutions.
- Collaborate with internal teams to ensure high-quality service and customer satisfaction.
- Maintain compliance with company policies and quality standards.

PORTRAIT PHOTOGRAPHER | SAAD ZIA FILMS

Feb 2020 – June 2023

- Captured high-quality portrait sessions for clients and creative projects.
- Directed poses, lighting, and composition to achieve stunning results.
- Edited and retouched photos to meet client expectations.

PRODUCT PHOTOGRAPHER | MEERO (FRANCE)

Mar 2021 – May 2023

- Captured e-commerce and catalog photos for international clients.
- Ensured product images met brand guidelines and quality standards.
- Edited and optimized images for web and print use.

FOOD PHOTOGRAPHER | OCUS (FRANCE)

Feb 2019 – Feb 2021

- Photographed food for restaurants, brands, and marketing campaigns.
- Styled and lit food setups to create visually appealing content.
- Edited images for promotional and commercial use.



EDUCATION

INTERMEDIATE

Punjab Group of Colleges

MATRICULATION

Convent of Jesus and Mary

