



Sajad Imanian

Photographer | Social Media Manager | Content Creator

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DATE / PLACE OF
BIRTH

10/18/1999 / Abadan, Iran

NATIONALITY

Iranian

LINKS

[My Personal Website](#)

01 PROFILE

Innovative and Motivated Social Media Manager

Highly motivated Social Media Manager with extensive experience in content creation and online brand management. Proven track record in developing and curating trend-aware social media profiles across various platforms, resulting in vibrant and engaged online communities. Proficient in crafting compelling campaigns that drive increased visitor traffic and overall success. A notable achievement includes catapulting the Asian Football Confederation (AFC) Farsi (Persian) Instagram account from 260K to an impressive 2.2M followers in just 2 days.

Summary of Photographic Work

Passionate and seasoned Sports Photographer with over 8 years of expertise in capturing dynamic moments in the world of football and delivering high-quality images to news agencies.

Photography Skills

- **Composition:** Expert in capturing striking portraits and action shots using a DSLR camera and a versatile collection of 4+ lenses.
- **Post-processing:** Proficient in applying unique digital imaging effects using Adobe Lightroom and Photoshop, enhancing the visual impact of photographs.
- **Awards & Recognition:** Honored as the recipient of the Image of the Year award in 2017 in Iran, showcasing an exceptional eye for capturing compelling moments through the lens.

02 EMPLOYMENT HISTORY

Jul 2018 — Present

Kuala Lumpur, Malaysia

Content Creator & Social Media Manager at Asian Football Confederation

- Planning, producing and creating a program of digital content (graphic designs, videos, etc.) to be used across all digital channels of Asian Football Confederation (AFC) social media accounts, especially the AFC Farsi account on Instagram (@TheAFChub_ir) with 3.5 million followers.
- Developing creative ideas, suggesting new innovative ways of delivering digital content, and keeping up-to-date with the latest digital marketing trends.

- Lead the day-to-day management of Asian Football Confederation (AFC) social media accounts, creating inspirational, informative, and engaging content.
- Create graphics and edit photos, working with the internal design team when necessary.
- Monitoring, analyzing, and reporting on the performance of digital channels/activities using tools like Sprout Social, feeding back to stakeholders, and using the data to inform future activities.

Jul 2023 — Aug 2023
Australia

Sport Photographer at DeFodi Images - FIFA Women's World Cup 2023

My career at DeFodi Images commenced during the exhilarating FIFA Women's World Cup in 2023, hosted in Australia. In this pivotal role, I undertook the responsibility of capturing and documenting captivating moments from the tournament. My duties extended beyond the match day action, encompassing the meticulous coverage of training sessions and other essential events associated with the competition.

Photography Expertise

With a keen eye for detail and a passion for storytelling through imagery, I was entrusted with the role of an editor for the photos I captured. This additional role allowed me to curate and refine the visual narratives, ensuring that they resonated powerfully with audiences.

Contributor to Getty Images

I am proud to have served as a valued contributor to Getty Images, one of the world's foremost providers of visual content. This collaboration has not only broadened the reach of my work but has also solidified my position within the global photography community.

Through my tenure at DeFodi Images and Getty Images, I have consistently strived for excellence, capturing the essence of sportsmanship, dedication, and emotion that defines the world of football. My journey in sports photography has been marked by a commitment to quality, creativity, and a relentless pursuit of moments that truly encapsulate the spirit of the game.

My work at DeFodi Images has not only been a career but a passion, allowing me to contribute to the rich tapestry of sports photography and share the magic of sports with a global audience.

Nov 2022 — Dec 2022
Doha, Qatar

First Digital Content Creator / FIFA World Cup Qatar 2022 at Host Broadcast Services (HBS)

Working as a Digital First Content Creator for HBS and FIFA studios on the FIFA World Cup in Qatar 2022!

- Pitch side filming on a phone capturing match footage at the FIFA World Cup 2022 in Qatar.
- Filming the dressing rooms, player arrivals, warm-ups, and tunnel walkouts as well as other behind-the-scenes footage.

Dec 2017 — Apr 2022
Tehran, Iran

Photojournalist at Mizan News Agency

- Using Photo Software to Edit and Enhance Images

- Attending Editorial Meetings and Suggest Story/Photo Ideas
- Capture images of events, incidents, or people to create a press story,
- Editing and preparing pictures taken in real-life situations to obtain visual materials used to support news stories.
- Covering of important occasions such as the UEFA Super Cup, UEFA Europa League Final, National election, mass protests, and other relevant events.

Jan 2019 — Nov 2021
Tehran, Iran

Photo Editor & Photographer at Football Bartar TV Show

- Photographer and photo editor on a TV show that airs every Monday on IRIB3.

Nov 2018 — Dec 2019
Tehran, Iran

Photo Editor and Photographer at Gol Daily Newspaper

- Taking photos and providing the photos of the Iran Pro League (Football League)
- Taking videos from exclusive interviews in Goal newspaper studio
- Editing the photos and sometimes videos for Goal social media platforms
- Monitoring and managing the social media platforms

Nov 2014 — Nov 2018
Tehran, Iran

Photojournalist at Hamshahri Daily Newspaper

I started photography with the most famous newspaper in Iran, Hamshahri newspaper. This newspaper introduced me to the world of media and I grew up. Photographing political and sports events were one of my top priorities in this newspaper.

- Taking and providing Pictures and Videos of political, sports, and events.
- Using Photo Software to Edit and Enhance Images such as Adobe Photoshop and Lightroom.
- Attending Editorial Meetings and Suggest Story/Photo Ideas

03 EDUCATION

Oct 2018 — Aug 2023
Tehran

Soore University

Bachelor of Public Relations and International Communications

May 2022 — Oct 2022
Kuala Lumpur, Malaysia

AFC Academic Centre of Excellence | ACE

Certificate of Merit

Oct 2014 — Jun 2018
Abadan and Ahwaz, Iran

Shahed and Bahjat High School

High School Diploma and College

04 TOURNAMENTS

Nov 2018
Tehran, Iran

AFC and FIFA Official Photographer at AFC Champions League 2018 Final

Nov 2018 — Dec 2018

Muscat, Oman

Official Photographer at AFC Annual Awards 2018

Dec 2018 — Feb 2019

United Arab Emirates

Official Photographer and Content Creator at AFC Asian Cup 2019

2019

IRAN, UAE and Qatar

Official Photographer and Content Creator at AFC Champions League 2019

May 2019

Baku, Azerbaijan

Photographer at UEFA Europa League FINAL 2019

Jun 2019

Tabriz, Iran

Official Photographer and Content Creator at AFC U20 Futsal Asian Cup 2019

Aug 2019

Istanbul, Turkey

Photographer at UEFA Super Cup 2019

Jan 2020

Bangkok, Thailand

Social Media Coordinator at AFC U-23 Championship 2020

Jan 2020 — Dec 2022

Doha, Qatar

Social Media Manager / Editor at AFC Champions League 2020

Jun 2022

Tashkent, Uzbekistan

Social Media Manager / Editor at AFC U-23 Asian Cup 2022

Sep 2022 — Oct 2022

Kuwait City, Kuwait

Social Media Manager / Editor at AFC Futsal Asian Cup 2022

Nov 2022 — Dec 2022

Doha, Qatar

Digital First Content Creator at FIFA TV - FIFA World Cup 2022

Mar 2023 — Mar 2023

Tashkent

Social Media Manager / Editor at AFC U20 Asian Cup 2023

May 2023 — May 2023

Doha

Social Media Manager / Editor / Interpreter at AFC Asian Cup 2023 Official Draw

Jun 2023 — Jun 2023

Istanbul

Sport Photographer at ATP Images - UEFA Champions League Final 2023

Jul 2023 — Aug 2023
Australia

Sport Photographer at DeFodi Images - FIFA Women's World Cup 2023

05 COURSES

Mar 2020 — May 2021

Social Media & Digital Marketing at Invers School

Jun 2019 — Sep 2019

Adobe Illustrator at Hamyar Academy

Feb 2019 — Apr 2019

Adobe Photoshop at Invers School

Jan 2018 — Mar 2018

Adobe Lightroom at Invers School

Jan 2017 — Jan 2017

Sport Photography at ISJA (Iranian Sports Journalists Association)

06 SKILLS

Microsoft PowerPoint
Microsoft Office Word
Microsoft Excel
Computer Skills
Adobe Illustrator

Adobe Photoshop
Microsoft Office
Photography and Graphic Design
Social Media Management
Sprout Social

07 LANGUAGES

English



Persian

