

NAIL ADAM

Producer, Director and Videographer

CONTACT

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www.nailadam.co.uk

London, UK

SHORT STATEMENT

Experienced filmmaker and videographer with 13+ years of end-to-end production experience, combining creative storytelling with strong technical skills across camera, editing, and post. With a background in policing and operational environments, I bring calm under pressure, risk awareness, and the ability to manage sensitive content with precision and care.

PORTFOLIO









<https://youtu.be/obs6xX2JOel>

EDUCATION

Kingston University
MA Filmmaking, 2022 - 2023

Ravensbourne College
BA Computer Visualisation &
Animation, 2006 - 2009

SKILLS

	Camera Operating	<div></div>
	Cinematography	<div></div>
	Adobe Audition	<div></div>
	Adobe Premiere Pro	<div></div>
	Adobe After Effects	<div></div>
	Davinci Resolve	<div></div>
	Time management	<div></div>
	Open Source Research	<div></div>
	Risk management	<div></div>

WORK EXPERIENCE



Producer, Director and Videographer
Metropolitan Police Service

October 2023 - Present

- Appointed as Learning & Development's first in-house videographer, tasked with building the department's video production capability from the ground up.
- Led the procurement and nomination of over £100k worth of professional film equipment, including Sony FX3, FX6s, A7III, full suite of lenses, lighting, grip, and accessories.
- Manage multiple projects simultaneously, owning the entire production pipeline, from concept development, storyboarding, and planning through to filming, editing, and final delivery.
- Work closely with departments across the organisation to transform briefs into high-quality, impactful visual content aligned with key learning objectives.
- Film and handle highly sensitive material, including victim testimony and operational procedures, some of which cannot be shared externally.
- Ensure strict data management practices, including secure storage, access control, and compliance with data protection policies and protocols.
- Conduct detailed research to ensure factual accuracy, ethical representation, and clarity in all productions, especially when dealing with real people, real incidents, and internal policies.
- Combine creative storytelling with technical precision to produce broadcast-quality content under tight deadlines, often within fast-paced operational settings.
- Built and now manage a trusted in-house video team, improving turnaround and production quality across L&D.



NAIL ADAM

Filmmaker & Videographer
Self Employed

July 2011 - Present

- In February 2023, I directed Baby Brother, a short documentary inspired by a real-life tragedy I encountered while on duty. At first, it appeared to be another stabbing, one of many that sadly occur across London. I handled the call as routine until I later discovered that one of the victims, Ali Abucar Ali, was known to a family member. He had been fatally attacked alongside Betty Walsh, an elderly neighbour, by a mentally unwell man. The film, told through the eyes of Ali's brother, explores the emotional aftermath of the incident and the wider impact of knife crime on families and communities. I optimised the trailer for social media, and within just 48 hours, it reached over 50,000 views. Baby Brother was later screened at the BFI, with members of the press, the local MP, and community influencers in attendance. Watch trailer: [Tiktok](#) / [Youtube](#)
- In May 2021, I worked on the technical team for Somali pop artist Kiin Jamac's music video Bye Bye. I supported the director with shot setup and lighting to help bring their vision to life. The video has gone on to achieve over 10 million views.
- Between 2011 and 2016, I directed music videos for up-and-coming UK artists. My work during this time was featured on VEVO and Channel AKA, with several projects receiving millions of views.



Communications Officer
Metropolitan Police Service

October 2018 - October 2023

- Worked in a high-pressure, operational control room, where rapid decision-making could mean the difference between life and death.
- Handled critical 999 emergency calls, assessing risk in real time and deploying officers to incidents across London.
- Collaborated with frontline officers, specialist units, and Counter Terrorism Command to coordinate effective responses to a wide range of incidents, including major threats and public safety operations.
- Worked alongside partner agencies including local authorities, London Ambulance Service, London Fire Brigade, and CCTV control rooms to ensure a cohesive and informed approach to emergencies.
- Relied upon by officers on the ground, victims in crisis, and multi-agency teams to provide accurate, time-sensitive information and guidance under extreme pressure.
- Utilised real-time intelligence, situational reports, and digital mapping systems to direct resources efficiently and minimise risk.
- Maintained calm and clear communication while managing live incidents involving firearms, missing persons, critical injuries, mental health interventions, and public disorder.
- Demonstrated strong situational awareness, swift judgment, and the ability to remain composed under pressure, contributing to both officer and public safety across the capital.