Atif Ali

DIGITAL MEDIA OPERATIONS | ASSET MANAGEMENT | CONTENT QC

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Summary

Digital Media Operations and Delivery Specialist with 6+ years of experience across OTT, broadcast, and digital content workflows. Experienced in asset preparation, technical quality control, metadata validation, content integrity, localization, and delivery readiness. Currently supporting Global Content Distribution (GCD) workflows at Amdocs Vubiquity, using Aspera, Airtable, and Jira to facilitate asset transfers, track delivery progress, manage operational issues, and support on-time content delivery. Skilled in cross-functional coordination, data accuracy, documentation, and maintaining media assets in accordance with delivery specifications.

Skills

Core Competencies

- OTT Content Operations & Delivery Coordination
- Global Content Distribution (GCD) Workflows
- Asset Intake, Verification & Delivery Readiness
- Workflow Tracking & Status Reporting
- Data Accuracy & Documentation
- Delivery Timeline & ETA Tracking
- Requirements Tracking & Financial Quote Details
- Airtable Workflow Management & Jira Issue Tracking
- Cross-Functional Coordination & Follow-up
- Technical Quality Control & Metadata Validation
- Issue Resolution & Process Improvement

Technical

- **Delivery & Tracking Tools:** GCD, Aspera, Airtable, Jira.
- **Media & Localization:** OOONA, Adobe Premiere Pro, FFmpeg
- **Asset Management:** MAM workflows, asset verification, metadata validation, version control
- **Formats & Codecs:** MXF, MOV, MP4, H.264, H.265/HEVC, ProRes
- **Technical QC:** SD/HD/UHD, frame rate, timecode, aspect ratio, audio/video synchronization, subtitle validation

Professional Experience

Digital Media Technician Nov 2025 – Present
Amdocs Vubiquity Pune, India

- Support end-to-end media preparation and delivery workflows across on-premises, cloud-based, and Media Asset Management (MAM) environments.
- Work with Global Content Distribution (GCD) workflows, supporting delivery requests, deal requirements, asset readiness, and content servicing.
- Review and track financial quoting details for deals, including quoted amounts and estimated delivery timelines (ETAs), ensuring key information is captured accurately.
- Maintain Airtable records for deal requirements, quote amounts, ETAs, delivery status, and pending actions to keep work visible and organized.
- Create and track Jira tickets for delivery issues, blockers, dependencies, and follow-ups; coordinate outstanding actions to support timely delivery.
- Use Aspera for media file transfers and support the movement of assets through established delivery workflows.
- Perform technical QC on video and audio integrity, synchronization, timecodes, frame rates, aspect ratios, codecs, and other delivery attributes.
- Validate subtitles and timed-text assets for synchronization and technical consistency, using OOONA where applicable.
- Investigate playback, synchronization, missing-asset, and content-integrity issues; coordinate corrective actions with relevant teams.
- Maintain workflow documentation and communicate status updates to stakeholders to support delivery readiness and operational visibility.

Mastering Technician Jul 2022 – Oct 2025
Premiere Digital Services Bengaluru, India

- Managed digital content workflows, including asset preparation, validation, metadata checks, and delivery readiness.
- Performed content quality control for video, audio, subtitles, timed text, metadata, frame rates, codecs, timecodes, and aspect ratios against platform specifications.
- Validated content structure, segmentation, chapter markers, commercial breaks, and localized assets for accuracy and consistency.
- Investigated content and processing defects, troubleshot issues, and coordinated with operations and engineering teams through resolution.

- Maintained asset integrity, metadata consistency, and version control throughout content processing and delivery.
- Supported workflow improvements to reduce rework and delivery issues.

QC Engineer Feb 2021 – Jun 2022
Deluxe Entertainment Distribution India Private Limited Bengaluru, India

- Conducted technical quality control of video, audio, subtitle, and menu navigation assets for international and regional releases.
- Validated frame rates, aspect ratios, audio configurations, subtitle synchronization, and broadcast compliance.
- Documented, tracked, and escalated technical issues to internal teams and external vendors for resolution.
- Collaborated with global teams to ensure media assets met client delivery specifications and quality standards.

Video Editor Apr 2020 – Dec 2020
Coxswain Technologies Limited Bangalore Bengaluru, India

- Edited short-form promotional and training videos under tight deadlines.
- Edited promotional and training videos, incorporated feedback and revisions, and exported final deliverables in the required formats while meeting project deadlines.

Education

B.Sc. Honours, Graphics & Animation Jan 2016 – Sep 2019
University of Mysore Bangalore, India

Certification

Managing Teams 2025
Project Management Institute (PMI) online

Generative AI Assessment 2025
CareerNinja's Digital Institute online

Languages

- English
- Hindi
- Kannada
- Telugu
- Tamil
- Urdu

Interests

- Movies and Series
- Cricket
- Travelling
- Global Media Workflows