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Personal Statement

With broad experience in written, digital and broadcast media, I have spent the last few years climbing up the career ladder with roles with increasing authority. After nearly a decade of working abroad, I am confident that I have the necessary knowledge and skills to make the next big step in my career, and hopefully bring back all experience I have gathered to contribute positively to Sweden's media industry.

Work Experience

Communications & Marketing Director, CashPlus, Beirut, Lebanon February 2018 – Present

As the communications director, my duties include overseeing communications, both internal and external, as well as market the CashPlus to the public over various mediums.

Head of Editorial, Ripply, Beirut, Lebanon May 2016 – Present

With Ripply, I had the chance to work with some of the biggest international brands, such as McDonald's, Infiniti, Nissan, Renault among others. Duties include reviewing creative content, as well as preparing attractive copywriting in full coherence with each company's policies and image. The content has been used for social media marketing, mobile applications, websites and blogs.

Chief Editor, The Life Pile, Majalis, Beirut, Lebanon May 2016 – Present

Duties include writing content for both digital publications, along with creating content calendars, preparing monthly reports, liaising with contacts and clients, in addition to overall management of operations.

Editor-in-chief, Media & Publication Office, Lebanese International University, Beirut, Lebanon March 2013 – February 2016

Duties included managing media and publications that deal with press releases and communication liaisons, as well as the publishing of various university publications, including The Scope, which was the university's official magazine.

**Presenter and Producer, Al Etejah English News, Beirut, Lebanon
February 2014 – March 2015**

Al Etejah English News was an English language pan-Arab news channel broadcasting out of London with offices all across the Middle East. Based in Beirut, my scope of focus was the Middle East region and international politics with their effects on the Arab world. Programs worked in included:

- InDepth: a daily talk show where I discussed current political developments around the world, with a main focus on the Middle East and the Arab World. The show began around the same time as the Syrian war and the Ukraine crisis, which led me to gain an understanding of American-Russian relations, as well as European foreign policy and US activities in the Middle East.
- Cases : a weekly, live television program that dealt with ongoing sociopolitical cases in the Arab World. While I produced and presented the show, I focused on the physiological and social effects the wars in Iraq, Syria and Yemen had on children and women, as well as their lives under ISIS and other groups

In order to give my viewers a clear and vivid understanding of what was happening on the ground, I hosted professionals from international organizations and bodies who were working with victims in the field.

Education

2017 – Present	Masters in Legal Studies – Law, Gender & Society Umeå University, Umeå, Sweden
2017 – Incomplete	Masters in Communication Studies – Culture, Collaborative Media & Creative Industries Malmö University, Malmö, Sweden
2014 – Incomplete	Masters in Education – Teaching Diploma Lebanese International University, Beirut, Lebanon
2011 – 2014	Bachelor of Communication Arts – Journalism Lebanese International University, Beirut, Lebanon

Skills

- Fluent in English, Arabic and Swedish
- Good understanding of digital industries
- Up to date on world affairs
- Multicultural