

Contact Information

Email

ghiwa.ah@gmail.com

Address

Beirut, Lebanon

Phone

+96171393102

Skills

- Translation
- Copywriting
- Social Media Management
- Writing
- Digital Media
- Community Management
- Research
- Editing
- Microsoft Office; SDL Trados, Facebook Business Manager, Photoshop, Google Analytics, Parse.ly, CrowdTangle, Hootsuite, IconSquare, Twitter, Instagram, Youtube, Adobe Illustrator, Adobe Premiere

Languages

Arabic

Advanced

English

Advanced

Turkish

Beginner

Ghiwa Abi Haidar

My professional goal is engaging readers through creating compelling content. Seeking to leverage my education and applying my skills in translation, community management, content creation, writing, and copywriting.

Experience

Diwane (Yasmina.com)

Beirut, Lebanon

September-2018

Currently

Creative Content Creator / Storyteller

- Writing Content for Social Media Platforms
- Storytelling
- Writing Scripts
- Providing Footage for written scripts
- Supervising video editing process
- Writing articles catered for young Arab women
- Writing engaging social articles
- Covering trending topics
- Writing social articles in the field of beauty, fashion, lifestyle, health, luxury, and personality

Vice Arabia

November-2018

Currently

Contributing Writer

- Job requires writing long articles related to youth issues, women, culture, relationships, in addition to sociological examinations and investigative reports

Annahar (Say7at)

Beirut, Lebanon

July-2017

Currently

Freelance Writer

- Pitching stories and ideas
- Covering topics catered for millennials
- Writing creative listicles
- Writing news with an angle

Community Management

- Pitching ideas for audience growth
- Handling Say7at Instagram Page
- Creating engaging visuals and videos
- Video Creation through PlayPlay
- Appearing in Velfies to cover events and travel destinations

Diwane (Rajil.com)

Beirut, Lebanon

January-2018

September-2018

Community Manager/Content Distribution Manager

- Writing all social media content
- Developing a content strategy and calendar for Facebook,
- Instagram, YouTube and Snapchat that will correspond to the given digital objectives of the brand
- Publishing content daily on all aforementioned platforms
- Ensuring all posts are correct (visual + written part) and posted in agreed times
- Monitoring and measuring the impact of social media programs, analyzing, reviewing, and reporting on campaigns and strategies to maximize results in

- the future
- Moderating and responding to all user comments, questions, and messages and reporting unanswered queries to Account Manager
- Running research and keyword-based searches throughout the cycle of issue management
- Preparing monthly and quarterly performance analytics and crystallizing key takeaways and learnings, including insights and feedbacks from interactions on all platforms
- Monitoring Social Media trends and brands competitors, staying updated with all the latest news of each platform and brands relevant industry trends on social media
- Knowing how to best capture and publish content in real time via Snapchat and Instagram Stories for given brand
- Helping defining guidelines and best practices for Social Media platforms
- Understanding basic of design and visual engagement
- Reporting directly to Senior Account Manager/ Editor in Chief
- Writing video scripts

MPJ - Marketing Pro Junction

Dubai, UAE
January-2018
April-2018

● **Freelance Copywriter**

- Providing language solutions in both Arabic and English
- Editing
- Writing and translating press releases for brands
- Writing and Translating social media calendars
- Creating, pitching, and translating USPs
- Writing and Translating newsletters, advertising posters, B2B letters, Brochures, speeches, menus and interviews

Stepgroup (Yallafeed.com)

Beirut, Lebanon
February-2017
January-2018

● **Staff Writer**

- Writing articles catered for specific age group and countries
- Pitching stories and ideas
- Football coverage with an angle
- News coverage with an angle
- Creative writing
- Writing Listicles with creative media
- News Writing
- Writing investigative articles
- Covering Events and interviewing people
- Writing for a Brand/ Content Creation
- Finding media (GIFs and pictures) specific for listicles items
- Attending editorial meetings
- Uploading articles on the website
- Translating material from Stepfeed.com
- Implementing editorial and social strategies to increase our readership

Community Management
Stepfeed Lebanon & Yallafeed

- Managing social media accounts to engage and grow our readership
- Analyzing social media data through Google Analytics, Pasa.ly and Facebook Business Manager
- Setting social media strategy to grow readership
- Posting on social media platforms
- Providing captions for written articles
- Writing video scripts
- Creating engaging visuals and videos

Cinemoz

Beirut, Lebanon
October-2016
March-2017

Freelance Translator

- Translating movies
- Translating documentaries
- Translating Hollywood movies
- Translating action movies
- Translating vintage movies
- Editing subtitles and ensuring that they fit the time-lapse

Michelle Hartman

Beirut, Lebanon
January-2016
April-2016

Translation, Writing, and Editing Intern

- Translating Literary works
- Working with Dr. Michelle Hartman, a literary
- Translating Journalistic texts into English and into Arabic
- Translation of Chapters from the Journey By Radwa Ashour (Into English)
- Translation of Bird Nation by Rawi Hajj (into Arabic)
- Translation of Shouting Without a Listener movie (into Arabic)
- Having face to face conversations and discussions about my translation
- Face to Face editing process
- Completing 100 Hours of work

Sleem Translation

Beirut, Lebanon
June-2015
July-2015

Translation Intern

- Translating Documents both into English and Arabic
- Translating Official Legal Documents
- Translating Administrative Documents
- Completing 80 Hours of work

LAU Libraries

Beirut, Lebanon
June-2014
August-2016

Library Assistant

- Handling administrative duties (Mailing, phone calls, filing)
- Controlling Group study areas and keeping them organized
- Maintain inventory for the area managed
- Maintaining Stacks (Shelving, Shelf-reading)
- Providing Help and information to colleagues and users

Education

Lebanese American University

Beirut Lebanon
2016

Bachelor of Arts In Translation

With an emphasis on Business Translation
Cumulative GPA: 3.72/4.00
Major GPA: 3.71/ 4.00

Projects

- Translator for Stepfeed.com and Yallafeed.com
 - Translated up to 25 articles into English and into Arabic
 - Volunteer in LAUs Unesco Club
 - Volunteer in LAUs Intersectional Feminists Club
 - Volunteered in Translating a Movie for an NGO
 - Handling Ara-Eng translation projects for Bank Saudi Fransi
 - Handling Ara-Eng translation projects for The Write Solution
 - Translating abstracts for Arab Center for Research and Policy Studies
 - Handling translation project for SSHRC Womens War Stories
 - Handling editing and translation tasks for literary translator Michelle Hartman
 - One-week contract with War Child Holland: Translation Project
 - Translated interviews with Syrian refugees for AUB (May 2016)
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Certifications & Courses

- Attended Two Translation workshops by Dr. Mustapha Riad
 - Attended video-conference lecture entitled Subtitling in the Digital Culture by Professor Luis Perez-Gonzales
 - Attended the 40 Hour Arabic Workshop at LAU (January 4 January 15, 2016)
 - Participated and presented my senior project in LAU Translation Symposium (March 17, 2016)
 - Presented my Senior Project in LAU Capstone Day
 - Attended Dr. Michelle Hartman talk at AUB Do Good Politics Make Good Translations? (April 28, 2016)
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Honors & Awards

- Deans List (6 semesters)
 - Highest GPA in Translation Award, first place (2014-2015) and (2015-2016)
 - LAU Special Scholarship
 - LAU Honor Scholarship
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References

Available Upon Request