




ZEYNAB HAMMOUD

JOURNALIST & SEO SPECIALIST

Nationality: Lebanese
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PERSONAL PROFILE

A recent graduate student from the College of Mass Communication, with hands-on experience in all levels of journalism writing, editing and Digital media.

GENERAL SKILLS

- Writing articles
- Blog article
- SEO content specialist
- Social media specialist
- Digital marketing (Specialist & Strategist)
- Google adwords
- Google analytics
- Reportage, documentary, investigation & no-comment video
- Infographic

COMPUTER SKILLS

- Microsoft office: Word, Excel & Power Point
- Adobe Photoshop CC 2019
- Adobe Premiere Pro CC 2017

OTHER SKILLS

- Communication skills
- Able to analyze body language
- Presentation skills

EDUCATION HISTORY

LEBANESE UNIVERSITY

- 2020 – 2021
Master in Digital Media – Lebanese University – Faculty of Information (Deanship) – Tayouneh
- 2019 – 2020
Master in Information and Journalism sciences – Lebanese University – Faculty of Information – Beirut, Lebanon
- 2017 – 2019
License degree in Information and Journalism sciences – Lebanese University – Faculty of Information – Beirut, Lebanon

GENERAL SECONDARY DIPLOMA

- 2016 – 2017
Scientific baccalaureate – Life science specialty – La Cite Culturelle – Khaldeh, Lebanon

WORK EXPERIENCE

- Editor at Jamalouki Magazine
- SEO content specialist at Next Media Company
- Freelance journalist at "almourakeb.net" (writing articles & interviews)
<http://almourakeb.net/author/زینب-حمود/>
- Reporter training course at UCMT
- Translating articles from english to arabic & from french to arabic
- No-Comment videos
- Filming & Editing videos
- Planning, taking, editing, posting images & videos on social media

LANGUISTICS

- Arabic: Maternal Language
- French: Excellent
- English: Very good
- Spanish: Good

HOBBIES

- Reading
- Writing
- Photography