

GHIWA HAMDAN

+961 – 71 449 722 | ghiwahmdn@gmail.com

Copywriter/Editor | Beirut, Lebanon

SUMMARY

An enthusiastic copywriter/editor with a BA in English Language, along with 2+ years of experience in different copywriting positions. I am always ready to face upcoming challenges while maintaining the highest level of motivation and professionalism, as I am open for interesting and enriching opportunities. I thereby seek a position where individual achievement is recognized, allowing opportunities for professional development and growth.

PROFESSIONAL EXPERIENCE

GRAVITAS SOFTWARE HOUSE LLC

Remote

Freelance Copywriter

Jan 2023 – Feb 2023

- Write tailored and audience-focused website copy
- Make sure website copy is SEO-friendly
- Collaborate with project managers, developers, and other writers to ensure a unified process
- Translate copy from English to Arabic

NIVEEN BRANDS

Remote

Jan 2023 – Feb 2023

Freelance Copywriter

- Create a comprehensive company profile that matches the company's tone of voice and resonates with the audience
- Use industry-related keywords and jargon by relying on research

VIRTUAL WORKER NOW

Remote

Dec 2021 – Jan 2023

Copy Editor

- Proofread and edit copy and texts at various stages of the writing process while conducting extensive research to ensure content is accurate and up-to-date
- Include precise reflection of the client's voice/tone in writing style
- Provide training sessions to the writing team on different copywriting styles when needed

Copywriter

Feb 2021 – Dec 2021

- Write and edit compelling and well-researched content for various mediums including Newsletters, SEO blog posts, Facebook and Google ads, YouTube scripts, and SMS templates
- Conceptualize creative and engaging landing pages

LETSMARKET.IT

Remote

Nov 2022 – Dec 2022

Freelance Copywriter

- Produce clear and error-free blogs for the company website
- Research and develop optimization strategies and SEO keywords to increase the website's search engine results ranking
- Edit, modify and copy in accordance with desired expectations and trends

EKT KATRANGI

Beirut, Lebanon

Nov 2021

Freelance Copywriter

- Write and produce tailored and audience-focused copy for company website
- Make sure website copy is SEO-friendly including titles, descriptions, and keywords

THE DAILY STAR NEWSPAPER

Beirut, Lebanon

Sep 2020 – Dec 2020

Intern

- Write appealing news stories, features, WIRE and breaking news

- Prepare and conduct interviews with professionals in the field
- Translate Arabic speeches to English while converting them into news stories

VOLUNTEERING & EXTRACURRICULAR ACTIVITIES

LEBANESE RED CROSS – YOUTH DEPARTMENT

Volunteer

Beirut, Lebanon
May 2018 – July 2020

HAIGAZIAN UNIVERSITY – DESERT STREAMS CLUB

Member

Beirut, Lebanon
Oct 2018 – Sep 2020

AMERICAN UNIVERSITY OF BEIRUT

Participation in BEYMUN 2017

Beirut, Lebanon
2017

CERTIFICATES & TRAININGS

GOOGLE – COURSERA

Certificate of Completion – “Attract and Engage Customers with Digital Marketing” Course *February 2023*

THE BUSINESS HORIZONS – AMERICAN INSTITUTE OF APPLIED EDUCATION

Certificate of Completion – “Marketing Arabic Content Writing” Program *February 2023*

GOOGLE – COURSERA

Certificate of Completion – “Foundations of Digital Marketing and E-commerce” Course *December 2022*

VIRTUAL COURSES NOW (VCN)

Certificate of Completion – “Instagram for Business” Course *August 2022*

SKILLSHARE

Certificate of Completion – “Getting Started with Email Marketing | Learn with MailChimp” Course *July 2022*

VIRTUAL COURSES NOW (VCN)

Certificate of Completion – Scriptwriting Course *May 2022*

JONATHON KENDALL

Certificate of Completion – Three-Week Copywriting Course *January 2021*

GOOGLE MAHARAT TRAINING

Training Completion Certificate – “The Fundamentals of Digital Marketing” *December 2020*

HAIGAZIAN UNIVERSITY

“Poetry and Self-Reflection” Workshop *March 2019*

EDUCATION

HAIGAZIAN UNIVERSITY

Bachelor’s Degree in English Language

Beirut, Lebanon
Sep 2016 – Dec 2020

◦ Teaching Diploma – Teaching English as a Foreign Language (TEFL)

◦ Minor in Social Work

BOURJ INTERNATIONAL COLLEGE

Lebanese Baccalaureate in Economic Sciences (ES)

Beirut, Lebanon
Sep 2013 – May 2015

LANGUAGES

- **Languages:** Arabic (Native), English (Full Professional Proficiency), French (Limited Professional

Proficiency)

COMPETENCIES

- **Computer Competencies:** MS Office (Word, Excel, Access, PowerPoint), Outlook, Google Workspace (Gmail, Drive, Meet, Sheets, Docs, Slides, Calendar)
- **General Competencies:** Communication, Leadership, Teamwork, Organization, Strategic Thinking, Problem-Solving, Decision-Making, Adaptability, Time & Stress Management

**References Available Upon Request*