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## Education

2015-2018:

**Bachelor's degree in Communication Arts** - Journalism and Electronic Media, at NDU Lebanon

## Employment History

**Content writer & creator** - Teelaunch, Lebanon

Jan 2022-Present:

- Leading the creative team with the design of promotional materials.
- Supervising all social media platforms and company website metrics.
- Editing and proofreading written pieces before publication.
- Ongoing Writing, reviewing, editing, and updating content for the company's website, blogs, marketing materials, and social media platforms.
- Conducting research and interviews to learn more about current TikTok trends, developments, and perceptions about the subject matter and contextualize my findings.
- promoting the company's initiatives, using social media, IG & YouTube channels to engage consumers' questions or complaints and revert with feedback accordingly.
- Collaborating with internal departments to establish campaign objectives, complete tasks, and identify and solve problems.
- Advance the company's offerings and higher the consumers' reach.
- Interview industry professionals and incorporate their views in blog posts.
- Monitoring social media engagement (e.g., comments and shares).
- Emphasizing branded content on all social media platforms.

**Content Creator/Writer** - Toureef, Dubai, Lebanon – Part Time

Feb2023- Present:

- Generating, researching and pitching ideas for blogs.
- Bringing forth content that strategically communicates programmatic work to advocate and educate others about rural tourism meeting Toureef's mission
- Implementing writing schedules to complete drafts of content or finished projects within deadlines.
- Leveraging different marketing techniques.
- Liaising with the creative director and marketing manager to set the needed tone for Toureef's communication and marketing materials
- Conduct keyword research and SEO best practices to optimize content.
- Proofreading and editing all generated copies.

## **Content writer - MEDSLIBAN, Lebanon – Consultancy**

Sept 2022- Present:

- Led in developing and rolling out visibility, communications, and influencing strategies and campaigns.
- Developing a communications strategy and media plan for the overall project.
- Bringing forth content that strategically communicates programmatic work in line with the organization's values.
- Monitor and enforce responsible usage of information and images (photos/videos) in communications in compliance with the organizational policy with consent and usage protocols
- Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement.
- Plan and implement the editorial calendar in collaboration with other members of the content. production team to ensure the timely delivery of drafts, articles, letters, press releases, email shots, blogs, and creative ideas.
- Developing content for multiple platforms, such as the organization's website, email marketing, mission & vision descriptions, videos, and blogs.

## **Web Content Writer – Promark, Lebanon**

Oct 2020- May 2021

- Promoting all the website's products
- SEO
- Led all email and SMS shots
- Educate customers on newly launched services, offers, and products.
- Coordinate with the marketing and designs team to illustrate articles
- Constant updates of content broadcasted through various channels to meet our client's needs
- Update website content as needed
- Meeting deadlines

## **Content Writer & Public Relations - Ripple creative solution, Lebanon**

Feb 2019- Jan2020:

- Creating effective communication strategies, through TVs and organic campaigns.
- Track and monitor internal product or service deficiencies.
- Designing content sketches for the media platforms announcement.
- Ongoing Communication with media agencies to address gaps and changes.
- Developing communication strategies and media plans for projects.
- Implementing SEO best practices to increase the traffic of the company's website.
- Hooking the target audience through developing compelling headlines slogans and catchphrases.

## Internships

### **Content writer & Radio Presenter-** Radio TAWASOL FM, Lebanon

March 2018- May 2018

- Working to very tight deadlines, while proofreading and developing radio entertainment and commercial scripts.
- Tracing script correction advice on scripts.
- Collaborating with producers to generate original ideas for new radio program segments.
- Rehearsing scripts and oral presentations live on air.

### **Script writer & Tv Presenting-** MTV, Lebanon

February 2017- March 2017

- Acquiring the rules and norms of tv presenting through live shooting.
- Producing a short news bulletin, press releases, breaking news, and articles.
- Developing believable plots and characters
- Researching background material
- Coming up with themes and ideas of the BOX OUT released in December 2017
- Preparing short summaries of ideas

## Volunteer Experience

### **Blood bank coordinator-** Red cross, Disaster Management Unit

November 2021- Current

- Weekly Coordination with team leaders and blood bank technicians to plan volunteer's schedule.
- Conduct sessions to clarify the roles between the DMU and blood bank unit.
- Lead on the coordination of blood units during any disaster.
- Monthly update of the log sheet of donors.
- Support the blood bank through blood donation campaigns.
- Support in distributing non-food items, food parcels and care for vulnerable families affected by major disasters such as fire, explosions, and floods.
- Conduct door to door awareness to potential pandemics in north Lebanon.
- Conduct sessions to Educate individuals and groups on how to be prepared before a disaster occurs.

### **Computer Skills**

Excellent knowledge of Microsoft

- Office
- Word
- Excel
- PowerPoint
- Moderate knowledge of Adobe premiere

**Skills**

- Highly organized, with good time management
- Strong team capacity-building skills
- Ability to write daily reports
- Analytical skills and attention to details
- Communication skills