

Caren Eid

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Translator, Editor and Content Creator with expertise in website translation, SEO optimization and content calendar management. Proven ability to lead a team of writers and generate high-quality content across diverse industries and platforms.

Professional Experience

PIPCKE

Editor

Remote, France

Mar 2024 - Present

- Meticulously proofread articles on pipke.fr, highlighting home decor ideas, to ensure polished presentation and refined language, images, and structure.
- Strategically optimize content to elevate online visibility and drive superior SEO performance.

ADMIC Sal

Editor & Content Creator

Citymall, Lebanon

Dec 2023 - Present

- Spearheaded the bilingualization of Galeries Lafayette UAE's entire website, thoroughly translating web menus, information pages, and policies, as well as product titles and descriptions, and SEO content for brands and categories.
- Lead end-to-end translation tasks for home and landing pages, customized for diverse audience segments including men, women, kids, home decor, designers, and beauty.
- Develop communication content, including SMS messages, email marketing journeys, press releases, in addition to banners and restaurant menus.
- Craft content for Home Deco & more, such as Instagram captions and newsletters, ensuring consistent messaging and brand alignment.

STUDIO AL FANKOOSH

Lead Editor & Content Creator

Beirut Digital District, Lebanon

Jul 2021 - Aug 2023

- Lead on site-wide content calendar and managed publishing 840+ articles per month.
- Mentored 4 authors, copy-edited 170+ content pieces per month and brainstormed content ideas.
- Created 500+ pieces of content, optimized them for search engines if necessary, generating a total of 750k views.
- Scripted and co-hosted 15 episodes of the official website's podcast on YouTube.
- Managed X account (formerly Twitter) from inception, cultivated engaging content, resulting in weekly account impressions of 200-400k.
- Designed hundreds of thumbnail article pictures, short-form videos and social media posts.

IPH STUDIOS

Translator

Remote, Lebanon

Nov 2021 - Mar 2022

- Subtitled content for Shahid, MBC, Discovery and National Geographic, ensuring accurate and timely delivery of captions in Arabic for English, French and Spanish content.
- Collaborated closely with proofreaders and fellow translators to ensure subtitles met both linguistic and technical standards.

THE VOLUNTEER CIRCLE

Translator

Remote, Lebanon

May - June 2021

- Created Arabic subtitles for the organization's masterclass on volunteer leadership.

Education

LEBANESE UNIVERSITY

Bachelor of Arts in Translation.

New Rawda, Lebanon

- Trained in translation of medical, legal, journalistic, economic, literary, and on-sight texts.

2022

INSTITUTO CERVANTES

B2.1 level in Spanish Language.

Beirut, Lebanon

2021 - 2022

Leadership & Activities

SAINT PAUL MOVEMENT, CHARITY MISSION

Volunteer & Vice Sector Director

Jdeideh, Lebanon

Dec 2015 - Present

- Coordinated all aspects of meetings and directed weekly-long summer camps for youth groups and children.
- Served as sector secretary, responsible for organizing and maintaining records.
- Guided new members through the onboarding process and helped them to integrate into the organization.
- Trained 50+ youth members on spirit of service and true leadership.

Technical & Language Skills

- Technical: Microsoft Office Suite (Word, Excel, PowerPoint), Canva, Subtitle Edit, WordPress, Google Trends & Dynamics NAV.
- Languages: Native Arabic speaker with full professional proficiency in English, Spanish and French.