

# JANA ABDALLAH

Content Planner- Content Writer

## ABOUT ME

Experienced content planner with a passion for creativity and innovation across all platforms. Skilled in crafting engaging content and generating creative ideas to captivate audiences. Proficient Arabic content writer specializing in viral articles spanning diverse topics, from celebrities to health. Previous experience includes roles at Yasmina and 3a2ilati, where I honed my skills in content creation and publication.

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## EDUCATION

Bachelor of Science In Business Management

Beirut Arab University

2016/2019

## SKILLS

- Content Strategy
- Social Media Management
- Community Engagement
- Creative Content Creation
- Trend Analysis
- SEO Optimization
- Content Calendar Management
- Collaboration and Team Work
- Attention to Detail
- Problem Solving
- Time Management
- Excellent Communication

## LANGUAGE

English

Arabic

## Work Experience

### Content Producer

Madison Media Group (MMG) | July 2024 – Now

- Create and manage content for diverse brands and industries.
- Develop strategies tailored to each page's identity and audience.
- Collaborate with creative teams to deliver engaging content.
- Maintain consistency in tone, quality, and messaging.

### Digital Marketing Specialist

The Wonderful Bureau | April 2024- July 2024

- Develop Digital Marketing Strategies
- Communicate with Clients
- Collaborate with Teams
- Oversee Social Media Marketing
- Create and Manage Content

### Social Media Manager

ITP Media Group | July-September 2023

- Develop and execute community engagement strategies.
- Monitor social channels for discussions and engage with followers.
- Cultivate relationships with influencers and followers.
- Plan and execute community-building initiatives.
- Analyze community feedback and metrics for insights.
- Collaborate with cross-functional teams.
- Stay updated on industry trends and best practices.
- Managed content distribution across Snapchat, YouTube, Facebook, and TikTok platforms.

### Content Planner- Community Manager

Webedia Arabia | 2019-2023

- Developed and executed engaging content for "Yasmina," focusing on the latest trends, tips, and inspiration.
- Managed content calendars to ensure a consistent mix of beauty and fashion content, captivating the audience.
- Engaged with the community by fostering discussions, responding to comments, and building relationships with followers.
- Leveraged social media platforms and blogs to connect with the audience and drive community growth.
- Utilized analytics to track content performance, measure community engagement, and optimize strategy.
- Actively participated in beauty and fashion communities, expanding the brand's reach and building relationships.

### Arabic Content Writer

Webedia Arabia- 2019-2022

- Attended and contributed to setting the theme in the monthly editorial meetings.
- Wrote informative, engaging, and entertaining content in the form of articles.
- Proofread, edited, and optimized previously written articles to align with the SEO strategy.
- Applied SEO principles to all content written for organic ranking.