

WEAM ORAIJ

Senior Editor

Content Writer & SEO Editor | Online Media and News Sector

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PROFILE SUMMARY

Resourceful Senior Editor with a passion for content creation and proven expertise in news and media editing, content writing, and SEO Optimization. Holder of a BA in Communication Arts - Journalism. Skilled in editorial reviews, content strategy, and audience engagement. Proven ability to inspire teams in generating creative ideas and collaborate effortlessly with cross-functional media teams and writers. Recognized for delivering high-quality and engaging content that exceeds client expectations. I'm seeking a challenging role in a creative and forward-thinking organization.

EDUCATION

Bachelor of Arts (BA) in Communication Arts - Journalism

October 2011 – January 2016

Faculty of Journalism

Lebanese International University

PROFESSIONAL EXPERIENCE

Senior Editor

Webedia Arabia, Media and Technology Company

November 2023 - Present

- Draft and publish engaging articles covering diverse topics for publishing on the website.
- Customize content to target audience interests and preferences boosting web traffic and customer engagement.
- Apply advanced SEO strategies to maximize article visibility and drive higher readership.
- Edit and proofread articles content for clarity, accuracy, coherence, and adherence to editorial standards.
- Collaborate with editors and writers to ensure alignment with content strategy and deadlines.
- Contribute to editorial planning and meetings by proposing creative content ideas and engaging topics.
- Monitor industry trends and get inspired to deliver timely and impactful content.
- Mentor and guide Junior Editors to refine and boost their quality, output and overall performance.

Content Editor

Yawmiyati, Media Company and Daily Online Magazine

May 2020 - June 2023

- Developed compelling articles in collaboration with the editor-in-chief, providing inputs on topic and structure.
- Ensured content quality by editing for clarity, grammar, style, and consistency with the publication's voice.
- Conducted thorough research to verify information and maintain content credibility for the published content.
- Managed and organized the editorial calendar to ensure timely content delivery and publication consistency.
- Brainstormed innovative content ideas to enhance engagement and resonate with the magazine's audience.
- Analyzed trends and competitor offerings to identify areas of improvement.
- Assisted the executive editor with onboarding and training new hires.

News Editor

Elnashra.com, Independent Online Newspaper

December 2017 - February 2020

- Curated and prioritized news stories and long-form articles to ensure timely and relevant coverage.
- Coordinated with reporting teams, writers and research analysts to meet strict deadlines and maintain content flow.
- Fact-checked and verified sources and facts to uphold journalistic integrity and accuracy standards.
- Collaborated with multimedia teams and journalists to enrich content with visual elements and address issues.
- Prepared and understood the full editorial pipeline, contributor briefing, and copy editing.

Educator for Homework Support

Tabitha-Dorcas Organization, NGO

October 2016 - June 2017

- Designed and led after-school programs that supported and empowered refugee children.
- Provided individualized tutoring and one-on-one support to help students adapt to new educational environments.
- Collaborated with fellow educators and volunteers to create a supportive learning environment.

- Addressed both educational and emotional needs, promoting holistic student development.
- Created Educational material, content, and resources that supported classroom learning and addressed challenges.

Administrative Assistant

WSI Digital Marketing Agency / Global Network of Digital

October 2016 - June 2017

- Managed day-to-day office operations, ensuring efficient administrative processes and smooth workflow.
- Organized calendars and schedules to coordinate meetings and appointments for executive staff.
- Handled client communications, email correspondence, and responded promptly to inquiries.
- Prepared and organized reports and documents, ensuring content accuracy, completeness, and timely delivery.
- Maintained office supplies and equipment, ensuring the office was well-stocked and systems were fully operational.
- Coordinated team meetings and events, handling logistics and preparing meeting materials.
- Assisted in the content preparation of contracts and proposals in coordination with the legal team.
- Streamlined communication and information flow within the executive team and with external partners.
- Identified and suggested improvements on administrative-related matters to enhance overall efficiency.

CORE COMPETENCIES

Technical (Hard Skills): Content Editing | News Editing | Content Strategy | SEO Optimization | Editorial Review | Audience Engagement | Content Production | Scriptwriting | Copywriting | Proofreading and Editing | Editorial Standards | Content Development | Articles Writing | Research and Verification | Editorial Calendar Management | Trend Analysis | Idea Brainstorming and Generation | Publication Consistency | News Curation | News Stories | News Articles | Multimedia Collaboration | Editorial Workflow Management | After-School Programs | Tutoring Support | Team Collaboration | Student Development | Educational Content Creation | Office Administration | Meeting Coordination | Document Handling | Client Communication | Proposal Preparation | Executive Support

Interpersonal (Soft Skills): Creativity | Leadership | Effective Communication | Teamwork | Time Management | Active Listening | Adaptability | Problem-solving | Attention to Detail | Cross-Functional Collaboration | Presentation | Deadline Oriented | Stakeholder Management | Negotiation | Organization | Pressure Resilient

Computer Skills: Search Engine | Microsoft Office | CMS | Social Media Platforms

CERTIFICATIONS

Creative Content Writing Training

28 - 30 January 2025

Union Center for Media Training (UCMT)

SEO Mastery for Content Creators Upskilling

July 2024 - August 2024

Mercy Corps Lebanon / CIS College

Apprenticeship Training Program for Digital Marketing

November 2023 - December 2023

Mercy Corps Lebanon / Freelance Academy

Social Media Workshop

27 - 30 August 2018

AMIDEAST

Customer Awareness - Proper Telephone Manners & Skills

6 May 2017

Golden Tulip

LANGUAGES

- **Arabic:** Native Proficiency
- **English:** Full Professional Proficiency

REFERENCES

Professional references are available upon request.