

# MARIA FREIFER

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## PERSONAL INFORMATION

Address: Lebanon, Metn Area

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Date of Birth: 22 January, 1992

## PROFESSIONAL SUMMARY

Content & Communication Specialist with 7+ years of experience in educational publishing, marketing content creation, and editorial management within structured, standards-driven environments. Proven ability to write, edit, and optimize high-quality content for print and digital platforms, collaborate with creative and cross-functional teams, and support corporate communication initiatives. Trilingual (Arabic, English, French), detail-oriented, and experienced in managing content workflows, CMS platforms, and stakeholder coordination while ensuring consistency with brand, editorial, and organizational guidelines.

## WORK EXPERIENCE

- July 01, 2018 till May 01, 2025

### **General Content Editor at Hachette Antoine S.A.L. - Education Department**

- Wrote, edited, and refined educational and promotional content for textbooks, catalogs, brochures, newsletters, website pages, instructional videos, and internal communication materials, ensuring clarity, accuracy, and consistency with institutional standards.
- Supported marketing and communication initiatives by adapting content for different formats and audiences, including print and digital platforms.
- Collaborated closely with authors, designers, illustrators, and internal teams to deliver cohesive content and visual assets aligned with editorial and brand guidelines.
- Maintained and updated website content, including landing pages, blog posts, and book descriptions, using CMS tools and adhering to content standards.
- Assisted in planning, reviewing, and quality-checking e-books and interactive learning activities, ensuring alignment with educational objectives and usability standards.
- Managed social media engagement by writing captions, publishing posts, and maintaining consistent posting schedules.

- October 2018 till Present

### **Sworn Translator at Self-Employed**

- Provided certified translation services for official and travel documents, serving over 500 clients to date.

- September 1, 2016 till June 30, 2017  
**Subtitler at Screens International S.A.L.**
  - Subtitled documentaries, news, series, and films for several channels, including CBS, TV5Monde, OSN, and Fox Channel. Working languages: English-Arabic/French-Arabic
- July 2012 till April 2015  
**Correspondence Officer & Orientation Advisor at Holy Spirit University of Kaslik**
  - Responded to applicants' inquiries providing them with guidance and proper information about academic programs, career prospects, and available services.
  - Liaised with Faculty members, and followed up on applicants' cases and new programs.
  - Drafted, translated, and proofread content (agreements, corporate messaging, reports, articles, brochures, website content, and the like).
  - Recorded and disseminated meeting minutes.
  - Attended forums and provided orientation services in coordination with Faculty.
  - Handled operations pertaining to the *Shadowing activity* and interpreted the *Orientation Preference Test* for students.

### **SEASONAL EMPLOYMENT & INTERNSHIPS**

- November 2017 till March 2018  
**Arabic, French & English Tutor at UP Le Centre - Espace pédagogique**  
Offered tutoring sessions to Seventh and Ninth-graders from different backgrounds.
- June 2015 till August 2015  
**Internship at a Legal Translation Firm in Jdeideh**  
Became acquainted with the translation of legal and certified documents.

### **EDUCATION**

Digital Marketing Certification with Intoact – Status: to be obtained on February 2026  
Master of Arts in Translation - USEK (2012-2015)  
Bachelor of Arts in Modern Languages & Translation - USEK (2009-2012)  
Lebanese Baccalaureate in Humanities & Literature - Notre Dame de la Délivrance, Zalka (2009)

### **LANGUAGES, SKILLS & INTERESTS**

**Languages:** Arabic: Native language

Excellent command of both French and English

**Computer Skills:** Microsoft Word, Excel, PowerPoint, Google Workspace, CapCut

**Interests:** Reading, Content & Copywriting, Personal Development, Digital Marketing