

Marcelle Mohamed

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Beirut, Lebanon

Senior Copywriter and Content Strategist offering 15 years of experience and a unique hybrid background in journalism, agency marketing, and mission-driven communications. Equipped to handle any content challenge; from persuasive brand campaigns and sharp digital copy to comprehensive content frameworks; by applying editorial standards to marketing goals. Proven to elevate brand voice and audience engagement.



Experience

Social Media Producer at *Asharq Business* (2022 - Present)

- Creating visually appealing and informative social media posts using tools like Canva and AI.
- Developing a content calendar for 15+ platforms.
- Managing and scheduling content across platforms.

Project Manager at *MENABloom* (October 2024 - October 2025)

- Spearheading project planning and execution to ensure alignment with organizational objectives.
- Coordinating cross-functional teams and optimized workflows to enhance efficiency.
- Managing stakeholder communication and delivering regular progress updates.
- Monitoring budgets and ensuring resource allocation aligned with project milestones.

Community Manager at *ONDES* (April 2024 - December 2024)

- Designing and implementing social media strategies to boost community engagement.
- Facilitating online discussions, fostering a sense of belonging and collaboration.
- Analyzing audience insights to refine engagement strategies and achieve growth targets.

Business/Technology Writer and Editor at *TRENDS MENA Website* (2021 - 2024)

- Writing and editing stories and scripts for videos and infographics.
- Conducting interviews with experts and influencers.
- Analyzing audience data for strategy improvement.

Content and Digital Media Consultant at *DanMission* (2020 - 2021)

- Implementing Nehmeh's Platform's social media strategy.
- Creating content and managing engagement for events.
- Organized a motivational event involving influencers and active users.

Business/Technology News Reporter at *Forbes Middle East* (2020 - 2021)

- Conducting in-depth research and writing original stories.
- Editing and translating business-related news.
- Investigating companies' financial performance for content.

Freelance Researcher at *Iris Company* (2020 - 2025)

- Designing research projects for Non Governmental Organizations.
- Conducting field visits and analyzing program effectiveness.
- Producing research reports and communication strategies.

Senior Multimedia Journalist at *Annahar Newspaper and Website* (2017 - 2020)

- Covering business and technology events in the Middle East.
- Managing content for the economy and technology sections.
- Developing social media strategies and managing platforms.

Social Media Manager at *Yawmiyati Website* (2016 - 2017)

- Copywriting and producing content.
- Creating and implementing monthly social media plans.
- Editing articles and developing creative content for multiple brands.

Accounts Manager/ copywriter at *CIATEC* (2016 - 2023)

- Developing bilingual content for websites, social media, and marketing materials.
- Spearheading project planning and execution to ensure alignment with organizational objectives.

Digital Communication Consultant at *OnlyLebanon Website* (2014 - 2019)

- Developing content strategies for the website and social media.
- Managing and analyzing data for optimization.

Copywriter at *Upstream Systems* (2016 - 2017)

- Writing and translating content for websites and SMS competitions in Arabic and English.

Content Management Officer at *International Rescue Committee* (2015 - 2016)

- Managing social media platforms and content.
- Organizing events and workshops for refugees.

GBV Caseworker at *Intersos* (2014 - 2015)

- Conducting field visits and GBV assessments.
- Referring beneficiaries to NGOs and creating reports.

Journalist at *Various Media Outlets* (2012 - 2016)

- Wrote for AlDiyar, AlBalad, BeirutPress, and AlModon newspapers/websites.
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Education

- MA in Mass Media and Communication – Beirut Arab University
- Diploma in Digital Content Management – Saint Joseph University
- BA in Journalism and Communication – Lebanese University

Languages

- Arabic: Fluent
- English: Fluent
- French: Good
- Russian: Good

Certifications

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| • TOT – Women in News | • Digital Marketing Tools for Media Creators – Maharat & British Council |
| • Media Management – The American University in Cairo | • Social Media Solutions – META |
| • Digital Management – Women in News | • Mobile Journalism – Alexandria Media Forum |
| • Advanced Economy – Maharat | • Social Media as a Space for Dialogue – AlHayat Center |
| • Digital Security – Gulf Center for Human Rights | • Gathering Sensitive Information – Samir Kassir Foundation |
| • Advanced Social Media – AMIDEAST | |
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