

Rouba Hachem

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Professional Summary

Senior Arabic content specialist with 14+ years of experience in copywriting, proofreading, native advertising, and social media content across Beirut and Dubai. Proven track record in SEO-driven content, content strategy, and editorial management.

Core Skills

Writing | Copywriting | Arabic proofreading | Content strategy | Native advertising | SEO content | Social media management | CMS | Editorial management | Team leadership | Campaign reporting | Product descriptions | Editorial Calendars | Translation.

Professional Experience

Senior Arabic Writer / Proofreader / Content Manager — Freelance (Remote)

Dubai / Beirut | 2023 – Present

- Craft high-quality written content in Arabic that aligns with the brand's tone and style.
- Conduct thorough research on various topics to ensure accuracy and depth in writing.
- Conduct interviews when needed.
- Review written content in Arabic for grammatical errors, spelling mistakes, and punctuation issues.
- Ensure consistency in language usage, style, and formatting throughout the content.
- Offer constructive feedback to writers to enhance the overall quality of their work.
- Develop and execute content strategies that align with the client's goals and target audience.
- Oversee the creation, publication, and distribution of content across various platforms, including websites, social media, and email newsletters.
- Analyze content performance metrics and use insights to optimize future content strategies.
- Manage a team of writers and editors to ensure the timely delivery of high-quality content.

Advertising Editor & Social Display Product Manager, Digital Media Services (Choueiri Group)

Dubai, UAE | 2019 – 2023

- Generate article ideas for clients.
- Write, edit, and proofread articles for Native advertising campaigns.
- Oversee the Native advertising campaigns' entire journey starting from content production and distribution to campaign optimization, measurement, and analysis.
- Manage the 'Social Display product' campaigns including consulting about the creatives, optimization, measurement, and analysis.
- Stay current with social media trends.
- Prepare campaign reports and understand all reporting dashboards thoroughly to provide clients with accurate reporting.
- Prepare the "Social Display" go-to-market deck, presentations, and pitches.

- Analyze campaigns' data and put together successful case studies for both "Native" and "Social Display".

Social Media Account Manager, Kijamii (A15)

Dubai, UAE | 2016 – 2019

- Manage social media marketing campaigns.
- Work with clients to create a social media strategy that collaborates with marketing, PR and advertising campaigns, and research top influencers and trends in clients' industries.
- Manage day-to-day activities including content development, client interface, and team operation.
- Manage all published social media content (images, video, and written)
- Analyze and report social media actions on a monthly basis.
- Stay current with social media trends and tools.

Senior Editor, Arabia.com

Dubai, UAE | 2014 – 2015

- Manage a team of freelancers.
- Generate ideas for articles and features.
- Write, edit, and proofread articles.
- Attend relevant events, fairs, and conferences.
- Develop SEO content and strategy for organic digital growth.

Editor, 3a2ilati.com (Diwanee Group)

Lebanon | 2012 – 2014

- Write, edit, and proofread articles.
- SEO writing.
- Develop branded content.
- Conduct interviews.

Editor, Teknotel Magazine (Trace Media Publishing)

Lebanon | 2009 – 2012

- Write, edit, and proofread articles
- Attend global & regional fairs and conferences (GITEX, NetEvents Tech Summits...)

Education

Bachelor of Arts in Journalism (Distinction) — American University of Technology, Halat, Lebanon | June 2009

Awards

Gebran Tueini Annual Award for Press 2009

Languages

Arabic – Native

English – Fluent

French – Fluent

