

AMAL ZAHR

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PROFESSIONAL SUMMARY

Experienced journalist with three years of experience, skilled in digital media, content creation, and digital content production.

WORK EXPERIENCE

Reporter, Editor | 2019-2022

Al Hadath News and Media Website

- Researched, verified, and reported news using interviews and credible sources, ensuring accuracy and editorial standards.
- Wrote and published timely digital news content on current events, collaborating with editors to meet deadlines.

Project | 2021-2022

+961 News and Media Website

- Managed content creation and editorial planning for a news website, producing SEO-optimized articles and increasing audience engagement across social media platforms.
- Edited videos, designed visuals and graphics, and handled CMS website management while tracking analytics, optimizing performance, and applying audience targeting strategies.

Reporter, Editor | 2021-2022

Elections 22 News and Media Website

- Produced verified news content in line with editorial standards through reporting on current events for digital publication.
- Conducted interviews and performed source verification and fact-checking to ensure accuracy and credibility.

Digital Marketing Trainee | 2026

Professional Training Program – CIS

- Optimized digital content using SEO techniques, keyword research, and performance analysis to improve website visibility and traffic.
- Created and edited social media video content, supported paid advertising campaigns, and used AI tools to assist in content strategy, analysis, and optimization.

ACADEMIC HISTORY

Lebanese International University | 2019-2022

Bachelor of Arts in Journalism

Lebanese University

Master's Degree in Journalism | 2023-2025

Master 1 in Journalism | 2023-2024

Master 2 in Digital Media | 2024-2025

CERTIFICATIONS

Digital Marketing (2025)

Basementex

Fact Checking (2024)

Union center for media training

Adobe Premiere Pro (2024)

Basementex

SKILLS

Reporting, Interviews, Fact-Checking, Editorial Standards, Digital Publishing, SEO, Social Media Management, Video Editing, Canva, AI Tools

LANGUAGES

- English
- Arabic