

JOEY GHOSTINE

Arabic Luxury Content Editor & Creative Strategist

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[LinkedIn](#) | [Portfolio](#)

PROFILE

Trilingual content editor and creative strategist with 8+ years of experience in luxury fashion, beauty, and lifestyle media across the MENA region. Proven track record of producing award-caliber Arabic editorial content for titles including Harper's Bazaar Arabia, Esquire MENA, and Beyond (Etihad Airways). Skilled in shaping brand tone-of-voice, managing multi-platform publishing, coordinating live events, and translating press and creative concepts into publish-ready content. Proven ability to maintain editorial excellence and cultural nuance for high-end audiences.

PROFESSIONAL EXPERIENCE

Luxury Group Arabic Content Editor

ITP Media Group — Harper's Bazaar Arabia, Icon MENA, Esquire MENA, Beyond/Etihad Airways | May 2024 – Present

- Translate, edit, and refine Arabic print and web content across 4 luxury titles, ensuring consistency of tone, cultural nuance, and alignment with brand voice.
- Own end-to-end content editing and formatting for Beyond (Etihad Airways), overseeing the full print production cycle from draft to press
- Research, write, and optimize Arabic web articles for Harper's Bazaar Arabia, driving organic traffic to KSA and UAE audiences through targeted SEO strategies
- Develop curated, trend-driven Arabic features on fashion, beauty, lifestyle, and culture for HB Saudi edition

Senior Arabic Fashion & Beauty Editor

Jamalouki Magazine — Choueiry Group | Jul 2017 – Apr 2024

- Led editorial direction for 7 years, developing magazine themes and content strategy across fashion, beauty, and lifestyle verticals for GCC audiences
- Curated exclusive brand partnerships and luxury features, producing content that strengthened relationships with high-end advertisers
- Conducted 50+ interviews with celebrities, international designers, and beauty industry leaders
- Crafted e-commerce-driven articles that bridged editorial and commercial goals, boosting product promotion across digital platforms
- Produced social media content and YouTube episodes in collaboration with luxury and FMCG brands
- Co-managed JamaloukiCon — the largest fashion & beauty convention in the Middle East — including workshops, pop-up stores, fashion shows, and celebrity appearances
- Coordinated celebrity and influencer agendas for JamaloukiCon events (conferences, exclusive talks, meet & greets)
- Assisted in art direction for editorial fashion and beauty shoots with luxury brand partners

Freelance Social Media Executive

Zeus Creative Lab | May 2021 – May 2022

- Created and managed social media content for multiple clients (LeMall, Dazl Production, Patrick Sawaya Photography), ensuring brand consistency and engagement growth
- Scheduled and optimized content calendars across Instagram, Facebook, and other platforms to maximize audience interaction
- Delivered weekly performance reports and competitor analysis to inform content strategy adjustments
- Managed multi-platform publishing, ensuring consistent editorial quality and engagement across social and digital channels

FREELANCE PROJECTS

- Style and coordinate editorial fashion shoots (Mirna Jawhari, Le Mall) — Oct 2023 – Present

- Create and execute mood boards for luxury editorial campaigns (Rami Kadi, Zuhair Murad, Le Mall) — Sep 2023 – Present
- Translate press and creative materials into publish-ready Arabic & French content for luxury audiences, ensuring tone-of-voice consistency (Georges Hobeika, Saiid Kobeisy) — Jan 2023 – Present

EDUCATION

Luxury Brand Management Diploma

Lebanese American University | 2024 – 2025

B.A. in Journalism

Lebanese University, Faculty of Information and Documentation | 2013 – 2017

CERTIFICATIONS

Introduction to Digital Journalism — Reuters (2023)

KEY SKILLS

Content & Editorial: Arabic content editing, SEO copywriting, editorial direction, brand storytelling, luxury features, e-commerce content, translation & transcreation (Arabic/French/English)

Creative & Production: Editorial shoot art direction, mood board creation, fashion styling, event production & talent coordination

Digital & Social: Instagram, YouTube, TikTok content strategy, social media management, Google Analytics, WordPress

Tools: MS Office (PowerPoint, Word, Excel), WordPress, Google Analytics

LANGUAGES

Arabic (Native) • French (Fluent) • English (Fluent)