

Reem A. Dika

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A creative **communication** professional with a focus on **social media** management, **content editing**, and **copywriting**. Experienced in crafting **narratives** across **digital** platforms, with a particular strength in **Arabic copywriting** and multilingual content creation. Combines a background in **journalism** with a creative approach to **storytelling**, allowing for both strategic thinking and compelling execution across **social media**, campaigns, and **editorial** content.

WORK EXPERIENCE

Political Communication Officer

Lebanese National Bloc

Beirut, Lebanon 2019-2026

- Developing communication strategies and crafting messaging across digital platforms
- Writing and editing high impact content including captions, tweets, scripts and statements
- Managing social media accounts and optimizing content for engagement and reach
- Monitoring media and trends to create timely and relevant content
- Conducting research to support storytelling, messaging, and content accuracy
- Producing and editing video content for social media and campaigns
- Creating multilingual website content mainly in Arabic and English
- Coordinating media relations, press communication, and content distribution
- Managing content pipelines including publishing, archiving, and organizing assets
- Conceptualizing and producing creative formats including shows and interviews
- Acting as the Project owner and producer of “Jalse maa el Kettle” show: Hosting guests to discuss political, economic, social issues. Preparing interview content. Assisting in the coverage.

News Editor

El-Nashra

Beirut, Lebanon 2015-2019

- Monitoring news trends to identify relevant topics and contribute to editorial planning
- Writing and publishing social and political articles, translating complex topics into clear, engaging, and reader friendly content
- Editing, proofreading, and validating news articles prior to publication, ensuring accuracy, clarity, consistency, and adherence to editorial standards
- Conducting background research and fact checking information to ensure credibility, reliability, and journalistic integrity
- Adapting content for digital platforms, optimizing headlines, and tone for online readership
- Recording professional voice overs for news pieces and multimedia content, ensuring clarity, tone consistency, and audience engagement

References available upon request

Assistant News Editor

Radio Orient

Beirut, Lebanon 2014-2015

- Drafting and structuring news reports for broadcast and publication
- Editing and proofreading news articles to ensure accuracy, clarity, and editorial consistency
- Recording audio reports with clear delivery and appropriate tone for news segments
- Conducting basic research and fact checking to support news production
- Collaborating with the editorial team to ensure timely and high quality content output

EDUCATION

- Bachelor's Degree in Mass Communication and Journalism - Lebanese University
Beirut, Lebanon 2015
- Lebanese Baccalaureate, Sociology and Economy College des Soeurs des Saints-Coeurs
Tripoli, Lebanon 2012

SKILLS

Content and Communication

- Arabic copywriting, editing, and proofreading
- Content writing and storytelling
- Arabic, English, French content creation

Creative Production

- Photography and videography
- Video editing and visual content production

Digital and Social Media

- Social media management and content creation
- Audience engagement and content optimization

Tools

- Mailchimp
- Adobe Photoshop
- Microsoft Office