



LATIFA EL HASSANIEH

Senior Editor | Communications Officer |
Social Media Specialist | Content Creator

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Beirut, Lebanon

EDUCATION

Lebanese University – Faculty of
Communications & Documentations

BA in Communications (2001)

CORE COMPETENCIES

- Strategic Communication & Campaigns
- Content writing (Arabic & English)
- SEO & Google Analytics
- Digital & Social Media Strategy
- Editorial Planning & Proofreading
- Media Relations & Crisis Communication
- Community Outreach & Public Awareness

About me

Multilingual senior digital content creator and editor with 10+ years of experience delivering high-impact communication strategies in both Arabic and English. Specialized in content creation, media planning, social media, editorial writing and digital storytelling. Adept at working across sectors such as politics, lifestyle, real estate, women's affairs and fashion. **Founder of LalaComms**, a boutique communication hub offering digital and editorial services. Recognized for initiating a nationwide cyber safety campaign that rescued over 500 youth from blackmail threats.

Work Experience

• Hia Magazine – Journalist

📍 2022 – Present

- Produce editorial features on fashion and conduct in-depth interviews with industry figures.
- Pitch and develop original story ideas aligned with the publication's tone.

• Dar Al Arkan – Arabic Editor

📍 2022 – 2023

- Write and edit Arabic content for digital and print platforms.
- Align all content with SEO best practices and brand voice.

• NHRI UAE – Bilingual senior Editor

📍 2021 – 2022

- Create and edit bilingual (Arabic–English) content for digital platforms, including the official website and social media.
- Ensure content quality, accuracy, and alignment with the organization's tone, messaging, and digital strategy.

- **Majalla – Bilingual Senior Editor**

📌 2021 – 2022

- Edit in-depth political, social, and economic articles in both Arabic and English.
- Lead SEO optimization, digital strategy, and multimedia content production.

- **Ahwal Media – Senior Editor**

📌 2020 – 2021

- Lead editorial planning, development, and proofreading.
- Produce feature articles covering arts, politics, and economic issues.

- **Yawmiyati.com – Freelance Editor**

📌 2020 – 2022

- Write and edit daily content focused on lifestyle, beauty, and fashion.
- Ensure SEO optimization and consistency in editorial tone.

- **Sayidaty.net – Senior Editor**

📌 2012 – 2020

- Manage the content management system (CMS) and produce high-traffic articles.
- Provide SEO strategy and audience insights to boost digital performance.

- **ArabsToday.net – Editor**

📌 2008 – 2011

- Create and publish daily content across various topics.
- Handle editing, publishing, and social media management.

- **Ain Wazein Medical Village – Communications Officer**

📌 2004 – 2008

- Lead communication strategy, media relations, and internal publications.
- Develop web content and edit the hospital's official journal.