

# ELHAM FANOUS

Beirut, Lebanon

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## Skills

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Multimedia Journalism; Digital Marketing; Social Media  
Research; Written and Spoken Communication;  
Newswriting & Reporting

Languages: Native Arabic, Fluent English

Computer Skills: Word • Excel • PowerPoint • Social Media

## Professional Experience

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### **J. Walter Thompson (JWT) - Junior Arabic copywriter**

*Nov 2016-Present*

*J. Walter Thompson is an international advertising agency headquartered in New York. It has more than 200 offices in over 90 countries and a network of nearly 10,000 marketers*

- Wrote creative headlines and social media posts.
- Actively took part in brainstorm meetings for client campaigns.
- Translated headlines, TVC scripts, catalogs, and other material (Arabic-English, English-Arabic).
- Edited and proofread online, TVC, and print advertising scripts.
- Assisted in development of award-contending “Eleguns” marketing campaign, and coordinated campaign’s media coverage.
- Represented JWT at the Young Lions Competition in Beirut, Lebanon.

### **MARCH – Project Coordinator**

*Jun-Oct 2016*

*March is an NGO that carries out activities pertaining to social welfare, conflict resolution, women’s rights, and freedom of expression.*

- Led project planning and implemented budget plans.
- Regularly liaised with NGOs and partners.
- Managed social media coverage for events and projects (Facebook, Twitter, & website).
- Prepared tenders and donor reports.

### **Future TV Lebanon - Newsroom Trainee**

*Mar-May 2016*

*Future Television a television station broadcasting from Lebanon*

- Wrote and prepared daily local and international news.
- Wrote and prepared in-depth news reports.
- Covered news throughout Lebanon as a reporter's assistant.

#### **MTV Lebanon - E-Writer Trainee**

*Mar 2015-Feb 2016*

*MTV is a leading independent media station in Lebanon and the Arab world.*

- Curated important news stories, selecting them from national and global agencies and rewriting them in the MTV editorial style.
- Wrote and published non-bylined articles on trending issues in Lebanon and around the world.

#### **Annahar Newspaper – Trainee**

*Dec 2013- Feb 2014*

*Annahar is one of the leading daily Arabic-Language Newspaper published in Lebanon*

- Edited local news articles.
- Wrote articles for the Annahar print and online versions.
- Wrote press releases.

### **Education**

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#### **Certification in Digital Marketing**

*Mar 2018 (In progress)*

*Digital Marketing Institute (DMI)*

*Select Modules: SEO, Social Media Marketing, Content Marketing, Digital Strategy*

#### **Bachelor of Arts, Communication Arts, Electronic Media**

*Sep 2012-2016*

*Notre Dame University Louaize (NDU)*

**Senior Year Project:** Online Copyright Issues Facing Writers & Publishers  
*Supervisor - Dr. May Chidiac*

### **Training & Certificates**

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Feb2016-Mar 2016	دورة (1) في التقديم و الحوار التلفزيوني بإشراف الانسة فاتن عزام <i>Beirut, Lebanon</i>
Apr 2016- June 2016	دورة (2) في التقديم و الحوار التلفزيوني بإشراف الانسة فاتن عزام <i>Beirut, Lebanon</i>
Dec 2014	<b>Certificate of Participation in two-day “Peace Journalism Workshop 2014”</b> <i>Beirut, Lebanon</i>
Dec2014	<b>Certificate of Participation in “The Role of Media in Peacebuilding and Conflict Transformation in Lebanon”</b> <i>Beirut, Lebanon</i>
Nov 2014	<b>Received Certificated of Participation to the training workshop “Nonviolent Communication- A Power of Change”</b> <i>The civil Society Movement in collaboration with Friedrich Ebert Stiftung</i>
Sept 2012	<b>Certificate of Participation and Appreciation for work at the Center of Civic Engagement and Community Service, AUB</b> <i>Beirut, Lebanon</i>

## Publications

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“From a Journalism Student to Raymond Jbara” MTV News, April 16, 2015 (Arabic)

- من طالبة صحافة الى ريمون جبارة

“Our Walls Now Have Melodies... and Sabah Passed Through Here” MTV News, Date: August 10, 2015 (Arabic)

- بات لجدراننا ألحان... وصباح مرت من هنا

“Youth Complain: No Sex, No Religion, and we’re treated like criminals” MTV News, September 15, 2015 (Arabic)

- شباب يشكون لا دين ولا جنس ونعامل كمجرمين

“Johnny Rezzi challenges the society and studied the laboratory science ‘I refuse to not be with the people’” Annahar Newspaper, 30 January, 2014 (Arabic)

- جوني رزي يتحدى المجتمع ويغوص في علم المختبرات "أرفض ألا أكون مع الناس

“The Lebanese Emigration Center is following up the issues of expatriation.” Annahar Newspaper, 16 June, 2014 (Arabic)

- مركز دراسات الانتشار اللبناني يتابع قضايا الاغتراب أرشيف يتضمن نتائج المهاجرين وبحوثاً ورسوماً ووثائق