

Well-rounded and results-oriented **Content Editor** with **7+ years of experience**, demonstrating proven track record of enhancing visibility and exposure for various projects through innovative media strategies and tactics. Proficient in creating compelling content for diverse platforms, both mainstream and digital. Skilled in Arabic/English editing, media monitoring, cultivating strong media connections, social media management, and related disciplines. Seeking to apply extensive academic, industry, and global perspectives to drive awareness and inspire constructive change. Motivated by a commitment to disseminating information, fostering education, and intellectual exploration.

Key Strengths & Value Added

- Boasts **100s of published stories in prominent MENA media outlets**, including Al Bayan, Al Khaleej, and WAM
- Gained **400+ mentions** and a reach of **30+ million** readers on mainstream media within one year only for recently launched Abu Dhabi Center for Sheltering and Humanitarian Care - Ewaa
- Maintained a **seven-year** record of regularly authoring and attributing enlightening speeches, opinion articles, quotes and digital media content to VIPs such as the **Executive Chairman of Investcorp** and **UAE Minister of Cabinet Affairs**
- Demonstrates capacity for managing a **broad and complex workload** while ensuring **timely delivery in a fast-paced, aggressive-deadline environment**
- Significantly contributed to **over 50 main projects for APCO MENA** (mainly government); was involved in nearly every project within the region, filling numerous resourcing gaps across APCO MENA's portfolio of 100+ projects
- **Conducts impactful ongoing trainings for colleagues**, juniors and seniors alike, on how to find stories, develop them, and implement content-driven campaigns

Core Expertise

Industry & Technical Skills

Media Writing
Copywriting
English/Arabic Translation
Caption Creation
Q&A's

Interviews
Photo & Press Releases
Video Script Writing
Social Media Management
On-Ground Media Coverage

Op-Ed & Speech Writing
Digital Marketing
Public Relations Writing
Communications Strategy
Editorial & Social Coverage

Leadership & Soft Skills

Staff Training Initiatives
Thought Leadership Guidance
Flexibility
Active Listening

Collaborative Planning
Reliability
Lifelong Learning
Effective Feedback

Honesty and Integrity
Teaching & Mentorship
Creativity
Empathy

Professional Experience

DEPARTMENT OF COMMUNITY DEVELOPMENT – ABU DHABI

Sep 2024 - Present

Collaborates on the refinement of strategies and plans for content production across various projects within the Department and ensures quality assurance by reviewing and editing written materials in diverse formats for both traditional and digital platforms.

COMMUNICATION SPECIALIST

- Offers expertise and guidance in developing media plans for projects across all sectors within the Department, such as the Social Care Forum, Medeem, Nomu, Nabdh, and Sasna
- Identifies skill gaps within the team and is preparing an initiative to enhance the team's media best practices
- Supports the creation of high-quality content by providing feedback, guidance on strategies and plans, and content development for both traditional and digital formats

ABU DHABI CENTER FOR SHELTERING AND HUMANITARIAN CARE - EWAA

Aug 2021 – Sep 2024

Developed plans, processes and bilingual content for this recently launched government entity. Built brand name and grew media exposure through impactful storytelling and robust media relationships.

CONTENT EDITOR

- Gained 1000+ mentions of the Center across various mainstream media platforms during my tenure
- Earned a reach of 30+ million readers on mainstream media in 2023 alone
- Drew upon all sorts of articles and features, averaging one published story per week in newspapers throughout my tenure
- Provided insights, recommendations, and expertise to expand Ewaa's social media footprint and champion content-driven initiatives

FULL-TIME FREELANCER

Dec 2020 - Aug 2021

Provided PR & Marketing consultation services for start-ups. Worked with clients within MENA, Europe, and the US to deliver new strategies and campaigns.

FREELANCER

- Delivered a comprehensive Arabic database for Filtered, UK-based edtech AI pioneer, within less than three days
- Organically won extra 1000 followers for a Saudi-based Instagram account within the first month of hire, using content driven campaign ideas and well-made social media strategy

FINANCE HOUSE GROUP | Abu Dhabi, UAE

Jun 2020 - Dec 2020

Developed content for traditional media and digital channels, including websites, emails and social media. Managed five social-media platforms of the group's subsidiaries. Ideated campaign concepts for new financial product launches.

CONTENT & SOCIAL MEDIA SPECIALIST

- Transformed the quality of digital campaigns' content while drawing on deep understanding of economy and finance
- Drove social media follower numbers and engagement rates consistently during tenure

APCO WORLDWIDE | Dubai, UAE

Mar 2017 - Jun 2022

Earned three promotions almost yearly within this world renowned advisory and advocacy communications consultancy, trusted with the support and management of numerous client accounts. As a global, communication consultancy, APCO boasts a portfolio of over 100 clients in the region and recognized by the Holmes Report as the "Agency of the Decade".

ASSOCIATE CONSULTANT

Mar 2020 - Jun 2020

Key Projects: Bahrain Economic Development Board, Al Waha Fund of Funds, KSA Ministry of Media, Awqaf and Minors Affairs Foundation & Arab Youth Center

- Drafted quality English and Arabic content for a wide variety of clients across editorial and social media practices in the Gulf region
- Authored monthly op-eds that are attributed to Mohammed Bin Mahfoodh Alardhi, Executive Chairman of Investcorp, to maintain his thought leadership status
- Drafted speeches on a regular basis for the CEO of the Dubai Islamic Economy Development Center in English and Arabic to be delivered at international events abroad

PROJECT CONSULTANT

Mar 2018 - Mar 2020

Key Projects: Dubai Islamic Economy, Development Center, Papal Visit to Arabian Peninsula, Government Excellence Exchange Program, Arab Strategy Forum & World Government Summit

- Provided expertise, oversight, and leadership to the administration of press releases, op-eds, speeches, letters, Q&A's, social media captions, and bios for a diverse portfolio of corporate and government clients
- Provided outstanding on-ground editorial coverage of key events in the region including World Government Summit and Arab Strategic Forum
- Recognized as the first employee to graduate the second batch of Digital Career Growth Program within the organization, attaining certification from the Digital Marketing Institute within less than three months

PROJECT ASSISTANT

Oct 2017 - Mar 2018

Key Projects: Ministry of Community Development, TECOM Corporate & World Government Summit

- Handled the development of content for corporations and governments alike, supporting social and mainstream media strategy with competitive research, benchmarking, and audience identification
- Ensured deadlines for weekly content delivery were met across multiple social media channels

Internships

APCO Worldwide | Mar 2017 - Oct 2017
Sharjah Media Corporation | Jun 2016 - Jul 2016

Education

Bachelor of Communications - Highest Honors, University of Sharjah | Sharjah, UAE

Certifications & Professional Development

The Art of Storytelling, CNN Academy | 2024
Social Responsibility Ambassador, Family Development Foundation | 2023
Lead with Finance, Harvard Business School Online | 2020
Certified Digital Marketing Professional, Digital Marketing Institute | 2019
Journalism and Broadcasting, BBC Academy | Ongoing
Certifications in Storytelling, Finance and Digital Media, LinkedIn Learning | Ongoing
Language and Writing, Eton Institute | Ongoing

Language Proficiency

Arabic - Native | **English** - Near-native

References

Upon Request

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