

Well-rounded, inquisitive and value-driven Content Editor with consistent success raising profiles and promoting causes through the implementation of dynamic communications strategies. Possesses an abundant array of capabilities in content development for traditional and digital platforms. Looking to leverage rigorous academic, industry and international insights to spread awareness and encourage positive behaviors among individuals. Driven by a passion for sharing knowledge, learning, intellectual enquiry and exchange. Guides and inspires individuals to unlock their voice, tell their story and be heard.

Key Strengths & Value Added

- Boasts **100s of published stories in prominent MENA media outlets**, including Al Bayan, Al Khaleej, and WAM
- Maintained a four-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**
- **Constantly receives positive feedback from project owners and audience** through various social media channels
- 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 projects); 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
Video Production
Communications Strategy
Editorial & Social Coverage
Public Relations Writing

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

ABU DHABI CENTER FOR SHELTERING AND HUMANITARIAN CARE - EWAA

Aug 2021 - PRESENT

Developing plans, processes and bilingual content for this recently launched government entity. Building brand name and surging media exposure by tapping on high quality stories and great media relations.

CONTENT EDITOR

- Gained 400+ mentions of the Center on all mainstream media channels during 2022
- Draws upon all sorts of articles and features one story per week on average in newspapers since hire
- Shares guidance, recommendations and experience to grow Ewaa's social media presence and promote content-driven ideas

FULL-TIME FREELANCER

Dec 2020 - Aug 2021

Providing PR & Marketing consultation services for start-ups. Working 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

Developing content for traditional media and digital channels, including websites, emails and social media. Managing five social-media platforms of the group's subsidiaries. Ideating new 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 since hire

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 Centre

- 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 Mahfooth 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 Centre in English and Arabic to be delivered at international events abroad

PROJECT CONSULTANT

Mar 2018 - Mar 2020

Key Projects: Dubai Islamic Economy, Development Centre, 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
- Recognised as the first employee to graduate the second batch of Digital Career Growth Program within the organisation, 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
- Analysed data using best practices to gain insights for effective messaging development
- 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 Honours, University of Sharjah | Sharjah, UAE

Certifications & Professional Development

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