

# Ibrahim AbouElseoud Maamon

Abu Dhabi – UAE

**Mob:** +971 52 665 4724

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**Portfolio:** <https://www.ibrahimmaamon.com/>

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Sworn translator, certified by the UAE's Ministry of Justice  
with 12+ years of experience in media editing, content development,  
strategic communication, and translation across various UAE's government entities

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## Profile at Glance:

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- Solid experience in content development
- Proven experience in media content, journalism and mass communication
- Familiar with crafting PRLs, presentations, circulars, and Interviews' questions
- Managed content agendas for IMF & World Bank Group
- Crafted media content for Euromoney and European Investment Bank conferences
- Member of the Egyptian Journalists Syndicate
- Orchestrated the content production of Josour Magazine in Statistics Centre - Abu Dhabi
- Handled the content cycle production of TAMM 1.0 & 2.0 - Abu Dhabi Digital Authority
- Developed content for ADDA's internal chatbot and devise content strategy – UAE
- Handled live broadcasts, digital media content and live events- Statistics Centre – Abu Dhabi
- Contributed to the translation of AR-EN Collocations Dictionary
- Translated documentary episodes for National Geographic, Discovery and Disney

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## Employment History:

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July 2023 – Present

**Statistics Centre – Abu Dhabi**

Senior Content Editor

## Key Competencies & Achievements:

- Contribute to the successful launch of "Josour" Magazine, SCAD's new internal magazine.
- Develop engaging content for SCAD at GITEX 2023, particularly in the launch of the enhanced platform IFP 2.0, encompassing press releases, emailers, and social media posts.
- Curate, translate, edit, and proofread content for internal stakeholders, ensuring a cohesive internal narrative across the organizational ecosystem.
- Write engaging video scripts for internal communications and events.

July 2021 – July 2023

**Abu Dhabi Digital Authority**

Senior Content Specialist

**Key Competencies & Achievements:**

- Tasked to handle the content-cycle production, from drafting to live media content.
- Developed compelling and user-centric content for TAMM 1.0 & 2.0, the Abu Dhabi government services ecosystem that provides customers with a comprehensive range of government services through one single digital point of access.
- Created high-quality documentation about ADDA products, including User Guides, FAQs, and other publications for both Abu Dhabi Government Entities (ADGEs) and TAMM administrators.
- Conducted insightful workshops for various Abu Dhabi Government entities, offering expertise on content review and curation best practices for the TAMM platform on the optimal approach to align content with the brand voice, ensuring a consistent and engaging user experience.
- Developed content for an internal chatbot, enabling customers to get fast and accurate answers to their questions.
- Wrote content for microcopy, error messages, user notifications, calls to action, email communications, and bot conversations.
- Developed a content strategy by analyzing chatbot dump files and chatbot testing sessions; perform research on chatbot best practices.

April 2013 – June 2021

**Middle East News Agency**

Senior Media Editor

**Key Competencies & Achievements:**

- Drafted, translated, edited and proofread news items, reports, PRLs, official speeches, and articles commenting on global events related to economy and politics via a CMS portal.
- Covered international events, such as Euromoney Egypt, AmCham events, EIB conferences, and IMF & World Bank spring and winter meetings.
- Monitored international reports about emerging markets, particularly Egypt's economic position.
- Utilized web analytics software to monitor the performance of pages of menanews.org through different Social Media platforms and propose recommendations for improving our approach.
- Wrote analytical reports about user interactions with governmental decisions, elections, and economic reports.

August 2019 – December 2020

**Aqarmap**

Content Editor

**Key Competencies & Achievements:**

- Edited and produced commercial and marketing news items about compounds, new cities, resorts, and apartments available for rent or sale.
- Developed decoration articles and proposed advice for customers about accommodation and decorating apartments and villas.

January 2019 – September 2019

**DMC News Channel**

Senior Content Editor

**Key Competencies & Achievements:**

- Translated, edited, and reviewed news items, articles, reports, commentaries, opinions, and Editorials of newspapers on economy and politics, especially items covering Middle East, Gulf, and North Africa affairs in general, and Egypt in particular.
- Led a 3-member team, supervise, organize shift schedules, assign tasks, conduct performance reviews, and share feedback with team members.

March 2013 – August 2017

**CARMA**

Senior Research Analyst

**Key Competencies & Achievements:**

- Managed 2-member team to analyze the media presence of high-profile clients, including Mobily, STC, Emirati and Saudi princes, and Bahraini entities, and present daily reports to the clients.
- Enhanced the clients' media presence by crafting plans and strategies for communicating with customers through social/traditional media platforms.
- Guided clients' marketing teams on the best use of the content, SEO optimization, and data analytics to create compelling communication stories.

**Education:**

**The American University in Cairo (AUC) – 2009 – 2011**

- Professional Diploma in Media Translation
- Professional Diploma in Legal Translation
- Professional Diploma in Economic Translation
- Foundation Certificate in Translation

**Al Azhar University in Cairo (2006-2011)**

- Bachelor's degree in Simultaneous Interpretation from the Faculty of Languages and Translation in 2011.

**References:**

**Mariam Al Rashdi**

Lead of ADDA's TAMM Content Team

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**Hassan Al Fayoumi**

Lead of ADDA's CRM Team

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**Khawla Al Hammadi**

SCAD's Internal Communication  
manager

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*All references & certificates are available upon request*