

JOEY GHOSTINE

Arabic Content Writer

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Beirut

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EXPERIENCES

Luxury Group Arabic Content Editor

ITP Media Group

05/2024 - Present Beirut, Lebanon

- Translate & review Arabic print content, ensuring accuracy and adherence to copyright standards (HB Saudi, Esquire Saudi, Icon MENA, Atlas)
- Manage content editing and formatting for print, overseeing the entire printing process to ensure quality (Atlas)
- Research, write & review website content, focusing on SEO to drive traffic to targeted audiences in KSA and UAE (HBA)

Senior Arabic Fashion and Beauty Editor

Jamalouki Magazine - Choueiry Group

07/2017 - 04/2024 Beirut, Lebanon

- Developed magazine themes for new issues and ideas for fashion, beauty & lifestyle content aligning with the latest trends tailored to the GCC region
- Curated exclusive features for luxury brands
- Conducted interviews with celebrities, international fashion designers & beauty experts
- Crafted e-commerce-driven articles, enhancing sales and promotion on various platforms
- Produced social content and YouTube episodes in collaboration with luxury and FMCG brands
- Contributed to JamaloukiCon, the largest fashion & beauty convention in the ME (managing workshops, pop-up stores, fashion shows, meet & greets)
- Planned celebrities & influencers' agendas for various events during JamaloukiCon (workshops, conferences & exclusive talks)
- Assisted in editorial fashion & beauty shoots for luxurious brands

Freelance Social Media Executive

Zeus Creative Lab

05/2021 - 05/2022 Beirut, Lebanon

- Developed and managed creative content for social media platforms, ensuring brand consistency and engagement (LeMall, Dazl Production, Patrick Sawaya Photography, etc.)
- Scheduled and optimized content across platforms, enhancing audience interaction and brand loyalty
- Provided weekly performance reports and competitor analysis

Freelance projects

- Styled and coordinated fashion shoots (Le Mall, Mirna Jawhari)
- Created & executed photoshoot mood boards (Rami Kadi, Zuhair Murad, Le Mall, etc.)
- Provided translation services for press releases content to Arabic (Georges Hobeika)

COURSES

Introduction to Digital Journalism

Reuters

EDUCATION

Luxury Brand Management Diploma

Lebanese American University

09/2024 - Present Beirut, Lebanon

B.A. in Journalism

Lebanese University

2013 - 2017 Beirut, Lebanon

LANGUAGES

Arabic

Native



English

Proficient



French

Proficient



SKILLS

MS Office

Google Analytics

Social Media Management

SEO

Wordpress

INDUSTRY EXPERTISE

Communication



proactive



Work Under Pressure



Planning



Meet Tight Deadlines



Collaborative Work



Time Management



FIND ME ONLINE



LinkedIn

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