

Lana Abdelaziz

Senior Journalist and Producer | Content Manager

Email: Lanaabdelazez@gmail.com | Mobile: +20 102 193 6185 | +966 55 251 9537

LinkedIn: [linkedin.com/in/lana-abdelaziz](https://www.linkedin.com/in/lana-abdelaziz) | Portfolio: lanaabdelaziz.journoportfolio.com

Professional Summary

Creative and results-driven Senior Journalist and Producer with 10+ years of experience across top media brands. Expert in content strategy, multi-platform storytelling, and video production with a track record of driving audience engagement and business growth.

Professional Experience

Senior Content Manager | Kedoo Entertainment | Mar 2025 – Present

- Lead content team for YouTube series and films, ensuring high-quality output and channel growth.
- Managing Asharq Discovery and all its channels, as well as the Asharq Documentary YouTube channel.
- Oversee strategy, publishing, and compliance across video content.

Writer & Content Strategist | Alf Wad Productions | May 2025 – Present

- Write long-form content aligned with brand voice and SEO goals.
- Manage website updates to boost engagement and visibility.

Freelance Producer & Content Manager | Aug 2024 – Present

- Produce content and video for digital clients, from script to delivery.
- Specialize in editing, scripting, and streaming formats.

Editor | El Gouna Film Festival | Oct 2024 – Nov 2024

- Edited the daily newsletter and crafted press releases to ensure brand consistency.
- Coordinated with festival organizers to deliver timely, engaging content for festival coverage.

Content Manager → Senior Content Manager | Augustus Media | June 2021 – Aug 2024

- Launched Cairo office; managed content across Lovin Cairo and Smashi TV.
- Directed a team of 15+ creators, achieving 25% growth in engagement.

Senior Producer → Head of Content | FOUNDERSMEDIA (WAYA) | Mar 2019 – Jun 2021

- Produced compelling stories and weekly shows for digital platforms.
- Led production of weekly shows and brand campaigns.

Content Producer | IFG Media (Al Jazeera's Entrepreneurs Show) | Jul 2016 – Mar 2019

- Produced weekly docuseries on startups for Al Jazeera, conducted 50+ interviews.

Journalist | Al Tahrir Newspaper | Apr 2015 – Mar 2017

- Researched and wrote in-depth reports on social and economic issues.

Producer & Scriptwriter | Image Power | Mar 2014 – May 2015

- Created program segments and managed production budgets.

Researcher & Assistant Director | Tasgeely | Aug 2013 – Jun 2014

- Supported research and direction for tight-schedule projects.
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Education

Bachelor's Degree in Mass Communication (Radio & TV) – Cairo University, Egypt | 2009 – 2013

Languages

Arabic, English

Achievements

- Launched Lovin Cairo, achieving 40% audience growth in year one.
 - Drove a 25% increase in engagement via innovative content campaigns.
 - Produced over 100 impactful video campaigns for digital platforms.
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Additional Roles & Contributions

Writer | Halal Travel Pal | Jan 2025 – Present

- Contribute travel stories and community-focused content for Muslim travelers.
- Highlight authentic experiences and practical tips through user-driven narratives.

Content Instructor | Learn N' Digital | Jan 2025 – Apr 2025

- Deliver online content and digital marketing training.
- Design and teach industry-relevant lessons focused on real-world application.

Freelance Reporter | HuffPost Arabi, Turkey | Sep 2016 – Oct 2018

- Delivered reports on social and cultural issues for a global audience.

Freelance Content Producer | Alaraby TV, UK | Jun 2015 – May 2017

- Created multimedia content through expert interviews.

Journalist | Al Maqal Newspaper, Egypt | Jan 2016 – Apr 2017

- Wrote articles on cultural topics, including reviews of cinema and TV.