

# Lana Abdelaziz

## Senior Journalist & Producer | Content Manager

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## Professional Summary

Creative Senior Journalist & Producer with 10+ years of experience across leading media brands in MENA. Skilled in content strategy, video production, and multi-platform storytelling. Proven ability to launch channels, grow audiences, and manage high-performing creative teams. Experienced across news, lifestyle, documentary, and digital-first platforms.

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## Professional Experience

### Senior Content Manager | Kedoo Entertainment

Mar 2025 – Present

- Lead content strategy and production for YouTube series and films.
  - Manage content operations for all **Asharq Discovery** channels and the **Asharq Documentary** YouTube channel.
  - Oversee publishing, performance optimization, and editorial compliance.
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### Content Manager → Senior Content Manager | Augustus Media (Lovin & Smashi TV)

Jun 2021 – Aug 2024 | Cairo, Egypt

- Launched and managed the Cairo office, overseeing all content operations.
  - Directed a team of 15+ creators, improving engagement by **25%**.
  - Led content planning, editorial strategy, and video production across platforms.
  - Managed brand campaigns, social media growth, and audience development.
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### Senior Producer → Head of Content | FOUNDERSMEDIA (WAYA)

Mar 2019 – Jun 2021

- Led editorial direction, story development, and production for digital shows.
- Oversaw branded content projects with startups and tech companies.

- Managed cross-functional creative teams and multi-platform workflows.
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## Content Producer | IFG Media (Al Jazeera – Entrepreneurs Show)

Jul 2016 – Mar 2019

- Produced weekly docuseries on entrepreneurship and innovation.
  - Conducted **100+ interviews** with founders, CEOs, and industry leaders.
  - Managed research, scripting, field production, and post-production.
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## Early Career Experience (2013–2017)

Producer & Scriptwriter | Image Power  
Researcher & Assistant Director | Tasgeely  
Journalist | Al Tahrir Newspaper  
Freelance Reporter | HuffPost Arabi  
Freelance Content Producer | Alaraby TV  
Journalist | Al Maqal Newspaper

Responsibilities included writing, reporting, field research, directing support, production assistance, and creating multimedia content.

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## Key Achievements

- Launched **Lovin Cairo**, achieving **40% audience growth** in year one.
  - Delivered a **25% increase in engagement** through strategic content campaigns.
  - Produced **100+** impactful video campaigns across digital platforms.
  - Strengthened team performance and production workflows across Egypt, UAE, and KSA.
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## Additional Freelance & Project Work

### Writer & Content Strategist | Alf Wad Productions

May 2025 – Present

- Produce long-form editorial content aligned with brand voice and SEO goals.
- Oversee website updates to boost visibility and user engagement.

### Writer | Halal Travel Pal

Jan 2025 – Present

- Create travel stories and practical guides for Muslim travelers.
- Highlight authentic experiences and user-driven insights.

### **Content Instructor | Learn N' Digital**

**Jan 2025 – Apr 2025**

- Taught digital content and marketing courses.
- Designed applied lessons and industry-focused modules.

### **Editor | El Gouna Film Festival**

**Oct 2024 – Nov 2024**

- Edited daily newsletters and crafted press releases.
- Coordinated with festival teams to deliver timely coverage.

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## **Education**

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

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## **Skills**

Content Strategy • Video Production • Editorial Planning • Scriptwriting • YouTube Optimization • SEO Writing • Digital Storytelling • Social Media Strategy • Creative Direction • Production Management • Team Leadership • Interviewing

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## **Languages**

- **Arabic:** Native
- **English:** Fluent