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Copywriter/ Editor/ Translator/ Journalist

Key Tasks & Achievements

- Contribute to the translation of AR-EN Collocations Dictionary
 - Create the Content of TAMM's Chatbot
 - Coordinate and manage the coverage of large-scale annual events in Egypt, including Euromoney and European Investment Bank conferences, & AmCham, CBE and FRA events.
 - Translate tens of documentary episodes for National Geographic, Discovery and Disney
 - Cover IMF & World Bank spring and winter meetings since 2019 – 2022
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Professional Experience

Content Editor Consultant

Abu Dhabi Digital Authority

(Through subcontractor Capgemini) (Abu Dhabi, UAE) July 2022 – Present

- Develop, build, and refine Chatbot's Questions and Answers knowledge base to enrich the bot content & identify the gaps and needs of users.
- Write content for microcopy, error messages, user notifications, calls to action, email communications, and bot conversations.
- Continuously improve bot content through testing sessions and using data to enhance the content strategy, while taking an active role in planning bot conversation strategy.
- Support CRM team in curating content and providing regular feedback for user experience improvement.

Journalist, Translator & Editor

Middle East News Agency (Cairo, Egypt) April 2013 – July 2022

Economics division:

- Generate, edit, proofread, and publish news items and articles on economic affairs and global events or incidents via a content management system.
- Manage a 3-member-team and Coordinate the coverage of international events, such as Euromoney Egypt, AmCham events, EIB conferences, and IMF spring and winter meetings.

Menanews.org:

- Edit and write news items, features, and articles about local, regional, and global events and incidents, and translate press releases, articles, and top officials' speeches.
- Use web analytics software to monitor the performance of pages of menanews.org through different Social Media platforms.
- Originate stories and content ideas per the agency's style and editorial policy, work closely with the Editorial Board, and manage team of 2 editors to set up the daily operations.

Content Specialist

Abu Dhabi Digital Authority

(Through subcontractor Xische) (Abu Dhabi, UAE) July 2021 – May 2022

- Review and approve the content of services published in TAMM, Abu Dhabi government services ecosystem that provides customers with a comprehensive range of government services through one single digital point of access.
- Compose high-quality documentation about ADDA products, including User Guides, FAQs, and other publications for both Abu Dhabi Government Entities (ADGEs) and TAMM administrators.
- Review, assign, and resolve defects and enhancement requests using the appropriate defect tracking tools (Jira, HP Service Manager "HPSM").

Content Editor & Translator

Aqarmap (Part-time) (Cairo, Egypt) August 2019 to December 2020

- Edit and produce commercial and marketing news items about compounds, new cities, resorts, and apartments available for rent or sale.
- Introduce decoration articles and propose advice for customers about accommodation and decorating apartments and villas.

Shift Leader, Reviewer & Editor

DMC News Channel (Part-time) (Cairo, Egypt) January 2019 to September 2019

- Translate, edit, and review 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.
- Lead a 3-member team, supervise, organize shift schedules, assign tasks, conduct performance reviews, and share feedback with team members.

Senior Research Analyst & Editor

CARMA (Cairo, Egypt) March 2013 to August 2017

- Lead 2-member team to analyze the media presece of high-profile clients, including Mobily, STC, Emirati and Saudi princes, and Bahraini entities, and present daily reports to the clients.
- Enhance the clients' media presence by crafting plans and strategies for communicating with customers through social/traditional media platforms.
- Guide the 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

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

Software & Technologies

- Azure Cloud
- WordPress
- Language Studio (Cognitive Question Answering)
- QnAMaker
- Sitecore CMS
- Jira & confluence
- MS Word, Excel, PowerPoint
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Photography
- LUIS
- SEO
- Invision
- Videography