



*Eliane Skayem*

**Content Strategist, Multilingual Copywriter,  
PR Specialist – Crafting Words That Drive  
Results Across Digital, Print, and Live  
Platforms**

A seasoned wordsmith with over 16 years of experience in journalism and 14 years in translation and copywriting, specializing in the Qatari market. A resourceful problem-solver with well-honed skills in communication and public relations, I'm passionate about taking on new challenges and continuously expanding my expertise. My strong academic foundation has allowed me to adapt and excel across various industries, making me a versatile professional with a proven ability to deliver impactful results.

## CONTACT

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## EDUCATION

- Lebanese University
- Faculty of information and documentation II
- Al Fanar, Lebanon
- BA in Journalism Graduated in 2007

## AREAS OF EXPERTISE INCLUDE:

- Journalistic redaction
- Specialized Translation
- Copywriting
- News Coverage
- Scheduling of Agenda
- Spokesperson
- Monitoring
- Public speaking
- Speech Drafting
- Website Content development
- Internet Search
- Press releases and materials
- Media Analysis
- Media Relations
- Political Trends
- Working with the Press
- Translation and Adaptation (from/to English and Arabic)

## EXPERIENCE

*Elana Hayem*

**2020 – Ongoing:**

**Political Analysis institute (Classified)**

**Head of translation department.**

**2019 – To-date: Bilingual Copywriter freelancing**

**Freelancing for Agencies and Clients amongst which:**

- Expo 2023 Doha
  - A2Z Media Agency
  - The Creative Union
  - Dallah Agency
  - Elegancia Agency
  - Barzan
  - Qatar Football Association
  - Dana Al Fardan
  - QDB
  - Qatar Foundation
  - Qafco
  - Learn Autism (Middle East)
  - Fifa Worldcup 2022
  - Be Creative Agency
  - TBWA Raad Agency - Dubai
  - Digitek (Ali Bin Ali)
  - S2E Agency
  - Nasser Bin Nawaf Holding
  - Adara Group
  - Match Hospitality
  - White Events
  - Mowasalat
  - Sugar&Spice
- 2018 – 2019: Copywriter – Sixty Degrees advertising agency (Embedded at Commercial Bank, Grand Hamad branch)
  - June - December 2018: Creative Writer – Copywriter – Grey Worldwide Middle East Network - Doha
  - 2008 – 2018: Journalist, Translator, Monitor– Qatar News Agency (Doha/Qatar)
  - 2010: Business Development manager - Cambridge International Training Center – (Doha/Qatar)
  - 2008: Reporter – Layalina Magazine (Beirut/Lebanon)
  - 2008: Website Editor – Radio Voice Of Lebanon (Beirut/Lebanon)
  - 2008: Website Editor – Lebanon Files (Beirut/Lebanon)
  - 2007 – 2008: Coordinator, Personal Assistant – Dental News Magazine (Beirut/Lebanon)
  - 2007: Journalist, Reporter, website editor: Elnashra.com (Beirut/Lebanon)
  - 2005-2006: Journalist – Business Development Officer – Hookooki Magazine (Beirut/Lebanon)

## EXPERIENCE

*Elaine Hayem*

**June - December 2018**

**Grey Worldwide Middle East Network - Doha  
Creative writer - Copywriter**

**Job description:**

- Writing Slogans and ads copy
- Advertising Campaigns
- Creating Digital Content
- Translation
- Social Media Posts
- Proofreading

**2008 – 2018**

**Qatar News Agency (Doha – Qatar)  
Journalist, Translator, Monitor**

**Job description:**

- Monitoring international media and translating selected and important interviews and articles into a classified news bulletin.
- Occasional international conferences coverage

**2010**

**Cambridge International Training Center (Doha – Qatar)  
Business Development Manager**

**Job description:**

- Assisting customers to know which sessions are adequate for their needs and what to expect exactly.
- Follow up on customer satisfaction

**2008**

**Layalina Magazine (Social magazine) (Beirut - Lebanon)  
Journalist -Free Lancer**

**Job description:**

- Interviews, special reports and articles to be published in the social magazine

**2008**

**Radio Voice Of Lebanon (National radio station) - (Lebanon)  
Website Editor**

**Job description:**

- Editing and publishing the news on the radio station's website

## **EXPERIENCE**

*Elaine Hayem*

**2008 Lebanon Files (News live coverage website) - (Beirut - Lebanon)  
Journalist**

**Job description:**

- Monitoring radio and TV stations added to official websites to gather news to publish on the website
- Phone and live interviews with political figures, special reports, news, and events coverage, writing articles.

**2007 - 2008 Dental news (Dental Magazine published in MENA)-( Lebanon)  
Coordinator & personal assistant of manager**

**Job description:**

- Proof reading medical articles to be published in the dental magazine
- Organizing advertisements
- Setting priorities of the articles and the advertisements pages
- E-mailing and correspondence
- Office management
- Update the magazine's website

**2007 elnashra.com (News coverage website) - (Beirut - Lebanon)  
Journalist**

**Job description:**

- Monitoring radio and TV stations added to official websites to gather the news to publish on the website.
- Phone and live interviews with political figures, special reports, news and events coverage, writing articles.

**2006 Hookooki Magazine (Law and social rights magazine)  
Journalist, Business Development officer**

**Job description:**

- Phone and live interviews with lawyers, social reports, events coverage, writing articles.
- Selling magazine subscriptions and follow-ups

### **BUSINESS TRAININGS (SELECTION):**

- 2009      Social Programs, Producing, Editing, Newsroom.  
Al Jazeera Channel - Doha – Qatar
- 2009      TV News and Talk Show Presentation  
Al Jazeera Media Training and Developing Center - Doha – Qatar
- 2008      News Coverage, Articles, Interviews, Reports...  
An-nahar Training Center - Beirut - Lebanon
- 2007      News coverage, reports...  
Al-Diar Newspaper - Beirut, Lebanon

### **LANGUAGE SKILLS AND OTHER COMPETENCIES:**

- Fluent: English and Arabic / Mid-level: French
- FileWorks, Microsoft office with excellent computer competencies.
- Passed IELTS English test with a score of 7.5/9
- Passed TEFAQ French test with a score of 483/810
- Lebanese and Qatari Driving License

Letters of recommendations and portfolio available upon request.