

# HALA CHAZBECK

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## SUMMARY

Dynamic Senior Editor with a track record of upholding high editorial standards, deploying effective leadership, and contributing to strategic content development.

Expertise in quality assurance, project management, fostering collaboration across departments to ensure consistent messages.

Proficient in various content genres with a keen understanding of industry trends. Competent in cultural sensitivity and continuous development in fast-paced workplaces.

## EDUCATION

Bachelor's degree from the Lebanese University - Faculty of Arts and Humanities. Département des Sciences du Langage et de la Communication- Linguistics. (2011)

## EXPERIENCE

[Dec 2020 – Present]

HUAWEI Enterprise Group - MEA Senior Editor

- Generate high-quality written content, including strategy guides, game feature articles, and news updates.
- Develop and oversee editorial regulations, style guides, and standards to ensure material is consistent with the company's brand voice and messaging strategies.
- Edit text to ensure correctness, grammar, syntax, and general quality.
- Collaborate with cross-functional teams (communication and marketing) to establish a consistent brand voice.
- Work closely with graphic designers, video producers, and other team members to create multimedia content.
- Work with Country teams to understand cultural differences and customize material accordingly.
- Manage several projects to meet deadlines and produce material as specified.
- Implement efficient workflows and processes to streamline the editing and review pipeline.

[Oct 2017 – Jun 2020]

Microsoft Corporation FZLLC - Microsoft News "MSN" - Content Editor

- Monitor content for accuracy, comply with copyrights to all providers and select the related source images.
- Select relevant, timely and interesting content from a range of high-quality content partners and publish it to our large audience.
- Create and translate broad content of news, lifestyle, sports, technical, economical and entertainment news.
- Reliance on internal tracking and stats tools "Omniture - Chartbeat - PowerBI" to ensure we hit our monthly targets of pageviews, CTR and video streams.
- Use inhouse application "Greenbeetle" that helps to CRUD operations of contacts on Android, as well as sending messages via WhatsApp based on automation.

- Brainstorm with the team for content calendar and social media strategies.
- Collaborate in Programming Newsletters, Telegram and WhatsApp services.

[Feb 2014 - Jul 2017]

Media Blends Middle East - Content and Community Manager

- Develop the master content monthly/yearly calendar and maintain a consistent look and feel throughout all web properties.
- Proofread and correct all content created by writers and carry out quality assurance checks on content to be published on our website [www.emraacom.com](http://www.emraacom.com).
- Work closely with sales team to amend, create, and publish campaigns content.
- Develop gamifications / competitions related to the monthly theme From A to Z.
- Communicate with users and respond to their comments and suggestions, if needed for the administration department.
- Meet with the design team to plan the style and appearance of the monthly visuals, email-shots and gamification (activation) based on a defined monthly theme.
- Develop our social media monthly plan, respond to user's questions, provide prompt responses for inappropriate or flagged posts, and deactivate or delete users when necessary.

[Jul 2011- Oct 2013]

Cookpad MENA - Social Media Moderator & Content Editor

- Communicate with users and respond to their enquiries, comments, and suggestions.
- Create and translate Content
- Revise and proofread content contributions to be published on the website [www.shahiya.com](http://www.shahiya.com)
- Hyper-link and promote both offsite and onsite activities and the interactions that build ranking and traffic.
- Coordinate and moderate all social media posts (Facebook, Google+, Twitter, Pinterest, YouTube, etc.)
- Develop software requirement specification (SRS) "Design Document"
- Develop competitions from A to Z: Create content, work with the digital designing and the technical team. Launch the competition and accompany the participants until announcing the winners.
- Accounting and auditing -- prepare payment requests and checking the accuracy of invoices with the parties involved and maintaining an adequate inventory of office supplies.

[Oct 2010 - Feb 2011]

National News Agency - Training: Editing news for newspaper and Radio

- News editors oversee the content that makes up a publication.
- Plan the contents of publications according to the publication's style, editorial policy, and publishing requirements
- Work for newspapers, magazines, Radios, and websites, and handle a wide array of duties.
- Read, evaluate, and edit manuscripts or other materials submitted for publication and confer with authors regarding changes in content, style or organization, or publication.
- Edit content and write headlines to coordinate coverage and decide on placement for stories.

## SKILLS

- **Copywriting Expertise:** Proficient in creating persuasive and compelling written material.
- **Storytelling:** The ability to create narratives that connect with the intended audience.
- **Brand Voice Mastery:** Consistent use of brand tone and voice across material.
- **Editing and proofreading:** Excellent attention to detail, resulting in error-free and polished text.
- **Creative Thinking:** Capable of coming up with creative and original campaign concepts.
- **SEO Knowledge:** Understanding SEO recommended practices for optimizing content.
- **Strategic communication:** Skilled at linking copy with overarching marketing and brand strategy.
- **Collaboration:** Collaborates successfully with cross-functional teams, which include designers and marketers.
- **Market Research:** Conducts extensive research to understand the target audience and industry trends.
- **Adaptability:** The ability to tailor messaging for various platforms and channels.
- **Project Management:** Effectively handles various projects while fulfilling deadlines and objectives.
- **Leadership Skills:** Provides guidance and mentorship to junior copywriters
- **Cultural Sensitivity:** When operating in a global setting, messages must be tailored to various cultural subtleties.
- **Analytics Awareness:** Uses statistics and analytics to measure and enhance the performance of copy.
- **Social Media savvy:** Capable of writing material that is specific to different social media networks.

## LANGUAGES

- Arabic
- English
- French