

HALA CHAZBECK

Copywriter, Translator & Content Manager

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SUMMARY

Senior Content Leader with 10+ years of experience in content strategy, editorial leadership, and multi-format storytelling. Proven ability to lead creative teams of writers, editors, and designers to deliver impactful campaigns across digital, editorial, and video formats. Skilled in client-facing presentations, end-to-end production management, and bilingual content development (Arabic/English), with a focus on cultural sensitivity, sustainability, and social impact.

EXPERIENCE

MEA Senior Content Specialist at Huawei Enterprise Group | Dec 2020 – Present | UAE

- Lead and mentor a creative team of 3 designers and 10+ writers/editors, ensuring excellence in editorial and creative outputs.
- Develop and execute regional content strategies across campaigns, game launches, digital experiences, and user engagement initiatives.
- Oversee end-to-end content production, including concept development, scripting, creative review, short-form video production, and final delivery.
- Present strategies to clients and executives, aligning content with business and brand objectives.
- Produce bilingual Arabic-English content to maximize regional reach and cultural resonance.
- Authored content pieces on environmental topics, recycling, and ecosystem awareness, strengthening sustainability messaging.

Freelance Translator & Copywriter at Brand Lounge | Sep 2020 – Nov 2020 | UAE

- Delivered precise, culturally adapted English-Arabic translations for branding and marketing content.
- Supported client campaigns with clear, impactful communication tailored for Middle Eastern markets.

Content Editor at Microsoft Corporation – MSN | Oct 2017 – Jun 2020 | UAE

- Curated, edited, and published content across multiple categories: news, lifestyle, sustainability, technology, and entertainment.
- Collaborated with creative teams on multimedia and digital storytelling projects.
- Monitored content performance using Omniture, Chartbeat, and Power BI, optimizing outputs based on analytics.
- Enforced editorial quality and supported junior team members with training and guidance.

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Content & Community Executive at Media Blends Middle East | Feb 2014 – Jul 2017 | UAE

- Managed a team of 10+ in-house and remote editors, ensuring efficient workflows, high-quality content delivery, and alignment with brand standards.
- Developed and executed integrated content calendars and strategic social media plans while collaborating with sales and design teams to produce compelling campaigns, visuals, and gamification initiatives.
- Designed and implemented promotional activities that boosted engagement and retention, while overseeing proofreading, quality assurance, and crisis communications to safeguard brand reputation.

Social Media Moderator & Content Editor at Cookpad MENA | Jul 2011 – Oct 2013 | Lebanon

- Edited and optimized user-generated content for improved engagement and SEO performance.
- Managed competitions, user engagement initiatives, and multi-platform brand communications.
- Coordinated content production and publishing across social media channels.

EDUCATION

Bachelor's Degree in Linguistics & Communication

Lebanese University – Faculty of Arts & Humanities (2011)

SKILLS

- Creative Leadership & Team Mentorship
- Impact & Sustainability Storytelling
- Content Strategy & Editorial Direction
- End-to-End Production (Editorial, Video, Digital)
- Client Engagement & Presentations
- Bilingual Communication (Arabic & English)
- Analytics & Performance Optimization (Fine BI, Omniture, Chartbeat, Power BI)
- SEO & Digital Content Optimization

LANGUAGES

Arabic (Native)

English (Fluent)