

# Tala Al Hennawi

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## Objective

A Journalism graduate with extensive experience in social/digital marketing and news reporting, seeking to leverage my expertise in strategy and operations to drive impactful social media campaigns and contribute to innovative communication strategies.

## Education

### **BACHELOR OF COMMUNICATION AND INFORMATION STUDIES | SEPTEMBER 2015-MAY 2019 |**

- The American University in Dubai
- Journalism Degree with a Middle Eastern Studies Certificate
- Transfer student from the American University of Sharjah
- Al Mawakeb high school graduate

## Experience

### **ASHARQ NEWS SERVICES | FEBRUARY 2020 -PRESENT**

#### **Senior Social Media Executive – Strategy and Operations**

- Managing social accounts (96 accounts) from a marketing perspective
- Managing budgets and reporting on spends
- Supporting the PR team through social media listening
- Leading the data and insights team in reporting
- On-boarding new editorial teams & programming workflows on Sprinklr
- Leading on campaigns media plans
- Optimizing campaigns and growth in-house and with agencies
- Overlooking campaigns run by agencies and reporting on them
- Drafting and presenting social media strategies

#### **Social Media Executive – Strategy and Operations**

- Ran social campaigns based on multiple objectives - brand and editorial
- Prepared weekly and ad-hoc social reports
- Monitored and reported on the competition

#### **Writer/Reporter**

- Wrote and produced daily news on all platforms - mainly on social media
- Assisted Current Affairs producers in preparing for their weekly episodes.
- Edited social media news videos

### **CHEIL | NOVEMBER 2017 -FEBRUARY 2020**

#### **Social Team Lead of Samsung Levant**

- Lead the restructure of Sprinklr workflow for Samsung Levant.
- Managed the team who was based abroad.
- Created social reports.

#### **Jr. Digital Account Executive for Samsung SGE**

- Lead “Explore” for Samsung SGE: localizing HQ articles, writing original articles.
- Lead the design revamp of “Discover” for Samsung SGE (UAE, Qatar, Bahrain, Kuwait, Oman.)
- Lead the restructure of Sprinklr for Samsung SGE.
- Wrote Samsung paid articles for publishers like Khaleej Times and Gulf News.
- Pitched proactive social ideas to the client (ex: Tweet to unlock the pre-order offer for Galaxy Note10.)
- Managed & briefed in social content.
- Community management.

### **MAALOULA DOCUMENTARY, SYRIA | JANUARY 2018-APRIL 2019**

#### **Producer & Co-director**

- Pitched the documentary to sponsors
- Developed the story with the team based on research & interviewed characters on set while recording audio
- Set up the production schedule
- Arranged all the logistics of the production trip from Dubai to Damascus and within Damascus itself
- Co-edited the documentary in post-production

## Achievements

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- Bafta Awards Shortlist | Maaloula Documentary | June 2020
- Fundamentals of Digital Marketing course completion | Google Garage | October 2019
- Senior Scholarship | American University in Dubai | September 2018
- Best Report of the Day Award | Sharjah International Bookfair | November 2016
- Dean's Honor List (GPA: 3.87) | American University in Dubai | December 2015 - May 2017
- Dean's list (GPA: 3.8) | American University of Sharjah | June 2015
- Distinction Award | Al Mawakeb School | May 2014

## Extra-Curricular Activities

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- Current fun-committee member at Asharq News
- Current international & local hiker
- Ex-officer at the Syrian Cultural Club | American University in Dubai | September 2018 - May 2018
- Previous member of the basketball team | American University in Dubai | September 2015 - May 2018

## Skills & Abilities

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### LANGUAGES

- English (fluent)
- Arabic (native)
- Czech (basic)

### COMPUTER LITERACY

- MS PowerPoint, MS Word, and MS Excel
- Adobe Photoshop, Adobe Illustrator, and Adobe Premiere
- Avid Media Composer and iNews
- Sprinklr

### PERSONAL

- Able to meet deadlines
- Team worker & leader
- Strong written and verbal communication
- Critical & analytical thinker