



Raneem Al Qadi

Journalist/Storyteller

Mobile: +44 7404 203494

WhatsApp: +971 50 261 6790 · raneemalqadi@outlook.com

↪ [LinkedIn](#)

Skills

Digital Storytelling

Research Skills

Communication Skills

Creativity

Psychology

Content Creation

Brainstorming

Persuasiveness

Strategic Thinking

Filmmaking

Interviewing

Time Management

Video Editing

Passionate

Problem Solving

Languages

Arabic

English

Profile

A passionate and experienced journalist with a proven track record of crafting compelling stories and engaging content that captivates audiences across digital platforms. Adept at producing high-quality content under tight deadlines, integrating creative storytelling techniques, and fostering brand loyalty. Fluent in English and Arabic, with expertise in content creation, video production, editorial writing, and audience engagement.

Employment History

Storyteller/Journalist, blinx, Dubai

September 2022 — Present

- Delivered breaking news coverage and in-depth reporting, adhering to the highest editorial and journalistic standards.
- Created engaging social media videos and digital content that reached millions of viewers, with several videos going viral.
- Utilized innovative storytelling techniques to captivate diverse audiences, including interactive and role-play formats.
- Conducted thorough research and investigations to deliver factually accurate and compelling stories.
- Collaborated with editorial teams to refine stories for maximum impact.
- Produced a series of news stories that generated a significant increase in website traffic and engagement

Content Development Intern, Freedom Agency, Dubai

May 2022 — July 2022

- Developed creative content strategies tailored to diverse target audiences across digital platforms.
- Produced persuasive copy, campaign slogans, and social media content aligning with brand messaging.
- Assisted in brainstorming sessions to develop innovative marketing campaigns.

Editorial Assistant, GQ Magazine Middle East, Dubai

June 2021 – August 2021

- Wrote culture and lifestyle articles for GQ Middle East digital platform.
- Conducted interviews and research to produce high-quality editorial pieces.
- Collaborated with editors to refine content and meet publication deadlines.
- Created compelling headlines, titles, and summaries that increased click-through rates and reader engagement

Reporter / Publisher, American University in Dubai, Dubai

January 2021 – May 2021

- Contributed weekly articles to the university newspaper, covering campus events, student stories, and current affairs.
- Worked closely with professors and editors to refine journalistic skills, including research, interviewing, and writing.
- Supported production teams by maintaining audio-visual equipment for events and video content.

Creative Intern, Trifid Media L.L.C, Dubai

June 2020 – August 2020

- Assisted in the conceptualization and development of digital marketing campaigns.
- Developed engaging, relevant, eye-catching content for social networks, maintaining consistency in the delivery of the brand and its messages.
- Coordinated with the production teams to solve problems with videos, lighting, or cameras.

Education

Master's in Digital Journalism, University of London, London

September 2023 – Present

Bachelor of Communications, American University in Dubai

September 2018 – May 2022

Minor is Psychology