

RANEEM AL QADI

JOURNALIST

CONTACT

[LinkedIn](#)

EMAIL
raneemalqadi@outlook.com

PROFILE

Digital journalist with experience covering culture, lifestyle, and trend-driven stories across online platforms. Proven ability to deliver high-quality editorial content under pressure, combining strong writing with visual and video storytelling. Fluent in English and Arabic, with expertise in digital publishing, social-first content, and audience engagement.

EDUCATION

GOLDSMITHS, UNIVERSITY OF
LONDON
September 2024 – August 2025
MSc Digital Journalism, Merit Award

AMERICAN UNIVERSITY IN DUBAI
September 2018 – May 2022
Bachelor of Journalism with a minor
in Psychology

SKILLS

- Digital journalism
 - Breaking news & features
 - Culture and lifestyle writing
 - SEO-led content writing
 - Google Trends and search analysis
 - Social media analytics
 - Performance-driven storytelling
 - Audience insights and optimization
-

WORK EXPERIENCE

BLINX

Storyteller/Journalist

September 2022 – present

- Produce fast-paced breaking news, features, and digital-first stories, maintaining high editorial and journalistic standards.
- Create social-first video and digital content reaching millions of viewers, with multiple videos achieving viral performance.
- Develop innovative storytelling formats, including interactive and role-play content, to drive audience engagement.
- Conduct in-depth research and fact-checking to deliver accurate, compelling stories across platforms.

FREEDOM AGENCY, DUBAI

Content Development Intern

May 2022 – July 2022

- Developed content strategies tailored to different target audiences across digital platforms.
- Wrote persuasive copy, campaign slogans, and social media content aligned with brand messaging.
- Supported ideation and brainstorming for marketing campaigns and digital activations.

GQ MIDDLE EAST, DUBAI

Editorial Intern

June 2021 – August 2021

- Wrote culture and lifestyle articles for the GQ Middle East digital platform.
- Conducted interviews and editorial research to support high-quality feature content.
- Worked closely with editors to refine copy and meet tight publishing deadlines.
- Crafted headlines and summaries that improved click-through rates and reader engagement.