

Salim Nour Allawzi

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AllawziSalim

Human Rights Journalism Award recipient –Expert Analyst on ISIS media and online presence – Arabnet Official Blogger selection - Top20 influential Tweep by 2Famous TV – Social Media Trainer with NGO governmental agencies in the Middle-East - Founding member of “Taakad” campaign for social media awareness – Book author published two novels – Multilingual: Fluent in English, Arabic and French

Work Experience

Sept 2015 – Present: Social Media Manager at MBN – Alhurra

- Translating traditional media content into compelling digital content to maximize reach and engagement in cooperation with production teams for assigned portfolio.
- Ensuring digital content is attractive, relevant, and in alignment with MBN's mission.
- Devising and implementing strategies to optimize distribution and engagement utilizing the widest variety of approved digital tools available.
- Engaging directly with the audience through various social media channels and platforms.
- Monitoring assigned social media platforms regularly and ensuring all posted comments adhere to MBN's Terms of Use for all digital properties.
- Assisting in developing best practices for MBN's social media activity.
- Working collaboratively with production teams and other social media managers to explore new digital strategy options.
- Informing production teams of relevant on-line content.
- Increasing number on Alhurra main page from 6M to 10M
- Producing evergreen videos for social media
- Analysing trends with Social Bakers.
- Reading insights and writing reports

Nov 2013 – Aug t 2015: Head of new media department at “Aljadeed TV”

- Prepared and developed news reports based on online stories
- Specialized in analysing and documenting ISIS online presence
- Researched and produced various documentaries with an emphasis on ISIS's online wars
- Social Media Producer for “Chi.N.N” (Satire Show)

Sept 2010 – Oct 2013: Webmaster/social Media Manager for Defence of Media & Cultural Freedoms in the Arab world

- Developed the website content.
- Generated discussion through social networks (Facebook, Twitter, and YouTube).
- Established and created a blog from scratch.

Aug 2010 – Aug 2015: Digital Media Trainer: Lebanon, Bahrain, Jordan, Egypt, Yemen, Libya, Tunisia, Morocco, and Algeria.

- Trained NGOs, Private companies and individuals on digital media strategies, online campaigning and Internet security in the Middle-East

September 2014 - August 2015: Writer

- Columnist at www.dotmsr.com

Previous experience in Journalism:

2012- 2014

- Media and Social Media Reports writer at Almodon electronic newspaper
 - 1) Content creator, Data entry and Website editor of the following websites:
 - <http://www.jamaluk.com/>
 - 2) <http://www.albeet.com/>
 - 3) <http://www.zafafi.com/>
 - 4) <http://www.yumyume.com/>

2010 – 2011

- Writer and reporter at Al Hayat Daily Newspaper

2007- 2009

- Intern in the Civil Society and Education Section at [An-Nahar Daily Newspaper](#)
- Intern in the Civil Society and Education Section [Al-Mustakbal Daily Newspaper](#)

2011

- Reporter and writer at [IWPR -Institute for War & Peace Reporting](#)

2009 – 2010:

- Volunteer and Youth Coordinator at [Sustainable Democracy Center – SDC – Lebanon](#)
- Editor at [HibrLebnani](#)
- Media Monitor at [Lebanese Association for Democratic Elections](#)
- Media Officer at USAID/OTI

Education

2003/2007: Lebanese University, Faculty of Business and administration

Languages

Arabic: Native Language

English and French: Fluent.

Skills

- Microsoft Office programs: Word, Excel, PowerPoint and Access data base
- Website platforms: Joomla, Wordpress, Drupal and BlogSpot
- Basic HTML, FBML and iFrame knowledge
- Editing: Edius, Photoshop, Premiere Pro and Avid.
- Ability to analyse markets and trends
- Good in consultancy and strategy making.
- Team worker, self-motivated, strong personality, sociable.