SHADY ANWAR

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ABOUT ME

A results-focused **digital content specialist** and leader, I leverage content, technology, and **analytics** to maximize engagement and achieve success. My expertise spans digital media, **online journalism, and content marketing**, with core strengths in writing, reporting, editing, and **multimedia production**.

I excel at investigative and data-driven journalism, as well as **social media storytelling**. My **SEO expertise** ensures a wide reach of content. As an editorial manager, I lead teams, manage budgets, and ensure quality standards are upheld. Highly proficient with Adobe Creative Suite, Google Analytics, and CMS platforms.

EDUCATION

AKHBAR EL YOM ACADEMY

Bachelor in Journalism
1999- 2003

- Led successful campus news broadcasts.
- Published in the university's top journal.
- Mastered storytelling & media ethics.

SKILLS

- (CMS) (Content Management
- System
- Data Analysis Mass Media
- Search Engine Optimization
- Adobe Photoshop
- Content Management
- Journalism
- Digital Media
- Video Editing
- Management Skills
- Editing and Content Creation
- Social Media
- Quality Assurance
- Communications
- Project management
- Budget management
- Team leadership
- Mobile Journalism
- Google Analytics

WORK EXPERIENCE

QNEWS TV

Editor On Chief   (2024)

- Contributed significantly to the successful launch of the English-language news channel.
- Directed a team of editors and producers, ensuring timely and high-quality content delivery.
- Managed editorial workflows to uphold consistency, accuracy, and journalistic standards.

SPOT NEWS

Social Media Consultant (2023-2024)

- Developed and executed multimedia content strategies, increasing engagement across social platforms.
- Established and managed new social media accounts, significantly enhancing the brand's online presence.
- Achieved a 140% increase in Facebook followers and a 500% rise in video views through data-driven strategies.
- Leveraged analytics to refine content strategies, driving sustained audience growth and interaction.

AL KHALEEJ, SHARJAH

Editorial Director and Content Manager (2022)

- Led the editing, proofreading, and fact-checking processes to improve content accuracy and maintain editorial standards. Developed a comprehensive quality control system, enhancing content consistency and reliability.
- Boosted website traffic by 25% in six months through targeted content enhancements and strategy optimization.
- Increased Instagram viewership by 60% by expanding video content and visual storytelling initiatives.
- Managed editorial calendars, budgets, and resources efficiently, maximizing output and return on investment.

OPERA NEWS (MIDDLE EAST)

Regional Manager for Egypt and North Africa   (2021-2023)

- Directed regional operations, driving a 45% increase in app clicks through strategic content and engagement initiatives.
- Achieved 18% revenue growth by streamlining processes and enhancing operational efficiencies.
- Reduced operational expenses by 40% through meticulous budget management and cost-effective practices.
- Strengthened partnerships with governmental bodies, ensuring compliance and smooth regulatory operations.
- Fostered a collaborative and productive team environment, focusing on mentorship, effective communication, and conflict resolution.
- Maintained high editorial standards, ensuring content accuracy, consistency, and adherence to company guidelines.

OPERA NEWS - EGYPT

Public Relations Manager/Crisis Communications (2019-2021)

- Managed crisis communications, reducing response time by 30% and ensuring quick, effective resolution of issues.
- Increased media coverage by 25% by proactively building relationships with key journalists and media outlets.
- Improved public sentiment by 15% through strategic messaging and targeted PR campaigns during crises. Led successful internal communications efforts, enhancing team awareness and readiness and reducing internal miscommunications by 20%. Conducted 50+ media interviews, resulting in a 40% increase in brand visibility within key markets.
- Developed crisis communication plans, ensuring 100% compliance with legal and organizational standards during sensitive situations.

EPIC MEDIA HOUSE

Content & Copy writing Consultant (2014-2019)

- Increased site traffic by 25% through strategic content optimization and audience engagement initiatives.
- Developed and implemented content strategies that boosted article views by 30%.
- Enhanced user engagement by 20% through interactive and multimedia content integration.
- Conducted in-depth analytics to refine the content approach, resulting in a 15% increase in return visitors.
- Collaborated with cross-functional teams to align content with brand voice and audience preferences, improving brand consistency by 10%

R E F E R E N C E S

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AKHBAR EL YOM GATE (WEBSITE)
Editorial Director and Content Manager (2011 - Present)

- Increased content production by 20% while maintaining quality and meeting deadlines.
- Streamlined processes, reducing turnaround times by 15% with a new editorial calendar.
- Led a team of 160 editors, ensuring timely, cost-effective content delivery.
- Improved editing accuracy, reducing errors by 30% through enhanced quality control.
- Developed a style guide, boosting organic traffic by 25% with SEO-aligned content.
- Maintained 100% accuracy through rigorous fact-checking. Mentored junior editors, improving team efficiency by 20%. Enhanced collaboration, speeding up content development by 18%. Fostered a cohesive team, resolving conflicts and boosting performance.
- Optimized workflows, increasing efficiency by 30% and meeting budget goals.
- Reduced service costs by 10% through favorable vendor terms.
- Increased engagement by 15% using data-driven strategies.