# Wajed Doumani

Content Strategy Leader | SMB Media & Digital Specialist | Versatile Writer & Storyteller

Dubai, UAE | LinkedIn: Melo Wajed Doumani

## Professional Summary

Results-driven Content Strategy Manager with a strong background in digital media, corporate storytelling, and brand strategy. Adept at developing high-impact narratives that enhance audience engagement, reinforce brand positioning, and drive measurable business outcomes. Skilled in multichannel content creation, editorial leadership, and strategic messaging, with expertise in aligning content initiatives with corporate objectives.

## Core Competencies

✔ Content Strategy & Digital Media Management

✔ Brand Storytelling & Narrative Development

✔ Executive & Corporate Communications

✔ Copywriting, Editing & Proofreading

✔ SEO Optimization & Audience Engagement

✔ Thought Leadership & Strategic Messaging

✔ Multilingual Communication (English, French, Arabic)

✔ Business & Marketing Alignment

## Professional Experience

### Content Strategy Manager

e& (Etisalat), UAE

• Spearheaded content strategy initiatives, enhancing brand credibility and corporate communication efforts.

• Developed and managed multi-platform content, ensuring alignment with business objectives and market positioning.

• Led a team of writers and editors, overseeing content production for key campaigns and executive communications.

• Collaborated with leadership and cross-functional teams to drive thought leadership and brand differentiation.

• Integrated data-driven insights to optimize content performance, engagement, and audience reach.

### Content Lead

Meer, Montenegro (remote)

• Managed end-to-end content strategy for digital platforms, ensuring cohesive messaging and engagement.

• Oversaw editorial content planning and execution, enhancing brand storytelling across multiple channels.

• Worked closely with product and marketing teams to align content initiatives with business objectives.

• Led content development for key campaigns, including press releases, corporate blogs, and social media.

• Implemented data-driven insights to optimize content strategy and performance metrics.

### Senior Digital Content Editor

Al Arabiya News, UAE

• Managed and edited high-profile digital content, ensuring accuracy, engagement, and strategic alignment.

• Developed and refined editorial guidelines to maintain consistency and brand voice across digital platforms.

• Collaborated with journalists and contributors to produce compelling, fact-checked content for online audiences.

• Enhanced content discoverability through SEO-driven editorial strategies and audience engagement tactics.

• Led a team of editors and writers in high-pressure newsroom environments, ensuring timely content delivery.

## Education

• BA Creative Writing – Open College Of The Arts, London

• BA Sports Journalism – Brighton University, UK

• BA International Relations – University of Geneva, Switzerland

## Languages

• English – Fluent (Native proficiency)

• French – Fluent (Professional working proficiency)

• Arabic – Fluent (Professional working proficiency)