

# Ahmed Ghanam

*Managing Editor*

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## CAREER SUMMARY

I'm a Journalist with eight years of experience collaborating with reporters, journalists, editors, social media directors, and managing editors in all aspects of the content-creating process using project management skills with some significant independent newspapers in Egypt and Saudi Arabia.

## EXPERTISE

- Project Planning
- Project Management
- Stakeholder Management
- Change Management
- Risk Management
- Research
- Content development
- Business Writing
- Readability improvement
- SEO and Social Media
- Communication skills
- Strategic Thinking
- Fact-checking
- Task Estimation
- Microsoft Office

## EXPERIENCES

*Managing Editor/Writer*

**Al-Dustour Newspaper | 01/2020 - Present**

- Researched, analyzed, and wrote a continuous improvement plan for the newspaper site using Google Analytics And Google Search Console.
- I organized, planned, and chaired the daily newsroom meetings to set the workflow. I supervised the content creation process from writing, editing, and maintaining the editorial policy until publishing, using project management skills.
- Using my research, SEO, and social media skills, I increased website visits by 30.35% from Google search after creating a search engine optimization plan and developing a social media strategy which resulted in 5.51% additional readers, compared to three months before I did the job.
- Designed, edited, proofread, and published a weekly newsletter (Al-Dustour Newsletter).

*Social Media Manager*

**Al-Dustour newspaper | 04/2022 - 06/2022**

- I analyzed the social media team and reassigned tasks based on its skills, which resulted in accurate task delivery.
- Removed limitations from the company's main Facebook page, which were at risk of being unpublished, and created a new verified channel on Telegram to distribute the content.
- I developed a social media strategy containing competitor research and a fresh new content strategy with ideas to develop video content, texts, audio, and live events, which resulted in a 5.51% increase in website visits and brand awareness.

*Online Editor*

**Alweeam newspaper | 12/2018 - 01/2020**

- I presented a full coverage of current events, including topic suggestions, editing, proofreading, and layout for the newspaper website.
- I familiarized new reporters with the newspaper stylebook and editorial policy.

*Editorial Assistant*

**Al-Dustour Newspaper | 10/2017 - 01/2020**

- I oversaw the content creation, editing, proofreading, and layout for publication websites.
- I set content priorities, categories, and news piece validity for publishing, coordinate with managing editors and inform editors with reasons and notes.

- I linked the managing editors, editors, copy-Editors, revisions team, photographers, and multimedia editor.
- I created a daily report on website performance during my working hours, including the quantity and quality of news.

#### *Journalist and Editor*

##### **El-Tahalof Magazine | 03/2016 - 04/2017**

- Using the WordPress content management system, I created news coverage, including videos and photos about selected events for the company website.

#### *Reporter/Copy Editor*

##### **Al-Dustour Newspaper | 01/2014 - 10/2017**

- Revised, rewrote, and edited economic articles for the newspaper site.
- I created original topics about current economic events.

#### *Founder*

##### **MahallaPost.com (formerly MahallaCity.com) | 12/2014 - 01/2017**

- I created the first local press site and online radio dedicated to El-Mahalla El-Kubra city news.
- I also established a business model for the project, including content, finance, and a crowdsourcing plan to manage volunteers.
- Installed, designed, and configured a website to publish the news using WordPress content management service and a Web Hosting service, and a domain name from Yahoo!

#### *Graphic Designer*

##### **Sallam Group | 11/2013 - 12/2014**

- I Created corporates identities for local companies including designing logos, business cards, defining colors and font, using resources from stock services.
- I designed website layouts for companies using Adobe Photoshop and Adobe Dreamweaver.

#### *Co-Founder & Server Administrator*

##### **Estdafat.com | 09/2008 - 04/2010**

- I established a Web hosting and Programming services company with one of my friends.
- I set up web servers, bought domain names, and created and set up website layouts using content management systems such as WordPress, Joomla, and others.
- I managed web servers with different operating systems, such as Linux, Windows, and Mac OS.
- I helped create and implement a digital marketing plan which resulted in gaining our first customers.

### EDUCATION

*Mass Communication Diploma*  
Mansoura University/Dakahlia  
2017

*Effectively delivering the news to your audience*  
Michigan State University/Online  
Nov. 2016

*English for Journalism*  
University of Pennsylvania/Online  
Sept.2016

*Cameras, Exposure, and Photography*  
Michigan State University/Online  
Feb. 2017

*What is news?*  
Michigan State University/Online  
Oct. 2016

*Bachelor of Classics (Greek and Latin studies)*  
Mansoura University/Dakahlia  
2014

*Journalism, the future, and you!*  
Michigan State University/Online  
Jan. 2017

*Gathering and Developing the News*  
Michigan State University/Online  
Oct. 2016

*Graphics design and Networking Diploma*  
Mansoura University  
2011

## CERTIFICATES

### **Content Writing**

*Reporting on climate change*  
International Center for Journalists  
Sept. 2022

*Writing Email*  
Linkedin Learning  
Dec. 2019

*Editing and Proofreading Made Simple*  
Linkedin Learning  
Sept. 2017

*Writing Articles*  
Linkedin Learning  
Sept. 2017

*Writing Under a Deadline*  
Linkedin Learning  
Aug. 2017

### **Video content creation**

*Video Editing with Final Cut Pro X*  
Skillshare  
Mar. 2022

*Storytelling for Business Video*  
LinkedIn  
Feb. 2022

### **Personal development**

*Anger Management*  
Linkedin Learning  
Dec. 2022

*Body Language for Leaders*  
Linkedin Learning  
Aug. 2020

### **Project Management**

*Applying Project Management in the Real World*

Google Career Certificates  
Jun. 2023

*Agile Project Management*  
Google Career Certificates  
Feb. 2023

*Project Execution: Running the Project*  
Google Career Certificates  
Dec. 2022

*Project Planning: Putting It All Together*  
Google Career Certificates  
Aug. 2022

*Project Initiation: Starting a Successful Project*  
Google Career Certificates  
May. 2022

*Foundations of Project Management*  
Google Career Certificates  
Dec. 2021

### **Entrepreneurship**

*Creating Your Personal Brand*  
Linkedin Learning  
Jan. 2020

*Introduction to Entrepreneurship*  
Edraak إدراك  
Dec. 2015

### **Languages**

*Duolingo English Test*  
Duolingo/Online  
2021

### **Tools**

*Learning Canva*  
Linkedin Learning  
Jan. 2021

*Learning Slack*  
Linkedin Learning  
Jan. 2021

*Advanced Google Analytics*  
Linkedin Learning  
Feb. 2020

*macOS Quick Tips*  
Linkedin Learning  
Jan. 2020

### **Social Media Management**

*Creating and Managing a YouTube Channel*  
Linkedin Learning  
Mar. 2022

*How to shine on Youtube*  
Yanfaa.com - ينفع.كوم  
Aug. 2021

*Social Media Management 101*  
Yanfaa.com - ينفع.كوم  
July. 2021

*Social Media Strategy*  
Yanfaa.com - ينفع.كوم  
July. 2021

*Advanced Digital Marketing nano degree*  
Udacity  
Mar. 2021

## VOLUNTEER ACTIVITY

### **Media Spokesman**

**Socialist Popular Alliance Party | 01/2016 - 05/2017**

- Created party statements and organized press conferences coordinating with party leaders.
- I implemented a new content management system to save party statements and activities in different governorates and offered an ebook library for members.
- I established new connections with media organizations and increased party publicity and awareness of party public policies.

## ACTIVITIES/INTERESTS

GYM, Reading, American TV Series, Walking, Egyptian Premier League, Jazz Music, and Self Development.