

Selim Njeim | Content, Communications, Strategy, UX/UI
Beirut, Lebanon
+961 76 185 561

Objective

Seeking a challenging position as a UX writer to utilize my skills in writing, UX research, customer insights, customer experience, and attention to detail to deliver exceptional user experiences in the music and arts industry.

Skills

Desk research, literature review, UX/UI, writing, editing, copy-editing, customer experience, service design, editing, trends & insights extraction, interviewing, focus groups, social media, consulting strategy, strategic communications, PR, publications, traditional & digital content management, politics, public speaking, teamwork, translation, new media, artificial intelligence, user-centered design.

Experience

Writer & Communications Consultant

Freelance, Worldwide

2014 – Present

Conducting desk research, literature reviews, and UX research to craft user-centered copy and deliver exceptional user experiences for a large portfolio of clients. Conducting trends and insights extraction to inform content and digital strategy.

Strategy & Insights Manager

Leo Burnett (Publicis Groupe), Beirut, KSA

May 2022 – March 2023

Crafting user-centered strategies for various digital products and platforms, conducting customer insights and UX research, and utilizing data insights to inform content and digital strategy.

Writing & Communications

MENA ROSA, Beirut

Mar 2021 – June 2021

Creating a communication strategy from scratch for WLHIV, conducting UX research through interviews and focus groups, crafting clear and concise copy with consistent tone, and delivering an exceptional user experience.

Planning Director/UX Consultant

Interesting Times, Beirut – Oman – Bahrain Dubai – KSA

Jan 2022 – Apr 2022

Crafting clear, concise, and engaging content strategies and copy, conducting UX research, and utilizing data insights to inform content and digital strategy for three large-scale music app campaigns.

Writer/Translator

The Syrian Observer, Beirut – US

Jul 2020 – Apr 2021

Conducting research, translating content, and crafting user-centered copy around music news, women's rights, gender in the Middle East, ME politics & affairs, international affairs, Syrian conflict, Palestine, GCC, security, and defense.

Proposal Writer

ABAAD – Resource Center for Gender Equality, Beirut

Aug 2020 – Sep 2020

Conducting research, crafting clear and proposals to raise awareness of gender bias and promote gender equality in the music industry.

Writer/Content Consultant

World Learning, Beirut

Aug 2020 – Sep 2021

Conducting desk and field research and utilizing social media analytics and listening to deliver engaging and relevant content for the organization's D-RASATI education program.

Strategist/Service Designer/UX Researcher

Mirum Agency, Beirut, Dubai, KSA

Mar 2016 – Aug 2019 & Oct 2021 – Feb 2022

Conducting UX research and collaborating with design teams to deliver exceptional user experiences for various clients, including accounts like Johnson & Johnson, Castrol Middle East, Savills Middle East, Sitecore L'Oréal Paris Levant, Garnier Levant, touch Lebanon, BLC, Bankmed, and ABC Lebanon.

Copy-editor/proofreader

Al-Monitor, Beirut – US

Mar 2015 – Dec 2015

Conducting desk and academic research, crafting user-centered copy, and utilizing social media to deliver engaging content for articles on music news, Middle East politics, and affairs.

Research Consultant

SOAS London, Beirut – London

Sep 2014 – Mar 2015

Conducting archival research at the Institute for Palestine Studies (IPS), crafting user-centered copy, and conducting interviews to deliver seamless and engaging research reports on music education in the Middle East.

Content & Research

Tactical Report, Beirut

May 2014 – Dec 2014

Translating music news and conducting research for accuracy, crafting user-centered copy, and updating content for music newswires and special reports.

Writer

Lebanese American University, Beirut

Jan 2010 – Jul 2014

Crafting user-centered copy for music-related articles, conducting desk research, and conducting interviews to deliver engaging content for the LAU.

Education**Graduate Semester, Communication & Advocacy**

James Madison University, Harrisonburg, VA

2020

GPA 4.0. Fulbright Scholarship.

B.A., Communication Arts, Journalism emphasis

Lebanese American University, Beirut, Lebanon

2010-2014

Magna Cum Laude (GPA 3.73). Merit Scholarship. Honor Scholarship

Model United Nations. Student Honor Society. Research Assistant.

One-Year Study Abroad

Washington University in St. Louis, St . Louis, MO

2012-2013

NESA Scholarship (US Embassy to Beirut)