



# SHADI ANWAR

## Editorial Manager



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## EDUCATION

**Bachelor in Journalism**  
**Akhbar El Yom Academy**  
1999- 2003

## PROFILE

As a digitally savvy **storyteller** and **results-driven leader**, I use content, technology, and analytics to drive engagement and success.

My expertise spans **digital media**, online journalism, and **content marketing**, with a strong foundation in writing, reporting, editing, and **multimedia production**.

Adept at crafting compelling narratives, I excel at **investigative reporting**, **data-driven journalism**, and **social media** storytelling.

I am skilled in **SEO** and **optimize content** for maximum visibility and impact.

As an **editorial manager**, I ensure **quality control**, manage budgets, and lead teams to achieve editorial excellence.

I am proficient in **Adobe Creative Suite**, **Google Analytics**, and **CMS platforms**.

I am a resourceful and adaptable collaborator, ready to contribute my diverse skillset to any dynamic content team.

## WORK EXPERIENCE

### QNews TV

Editor On Chief

6 October  
2024 till Now

- 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

Cairo  
June 2023 - Sept.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

Sharjah  
Mar 2022 - Nov 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.
- Coordinated team training with industry leaders like Twitter and Google to enhance content delivery and audience engagement.
- Managed editorial calendars, budgets, and resources efficiently, maximizing output and return on investment.

## HARD SKILLS

- Management Skills
- Zope (CMS)
- Mass Media
- Content Management
- Adobe Photoshop
- Data Analysis
- Search Engine Optimization
- Content Management
- Data Analysis
- Digital Media
- Journalism
- Video Editing
- International Standards

### Opera News (Middle East)

Regional Manager for Egypt and North

Cairo

Sep 2021 - Dec 2023

#### Africa

- 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

Cairo

Aug 2019 - Sep 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.

### Korall (Sports Website)

Content Consultant,

Cairo

Jan 2014 - Jul 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%.

SOFT SKILLS

- Editing and Content Creation
- Quality Assurance
- Communications
- Social Media
- Writing
- Budget management
- Project management
- Team leadership
- CMS (Content Management System)
- Mobile Journalism
- Journalism
- Google Analytics

Yawmek (Women's Website)

Content Consultant,

Cairo  
Jan 2014 – Jul 2019

- Boosted content engagement by 40% through tailored strategies targeting key demographics.
- Spearheaded content diversification, leading to a 35% increase in unique visitors.
- Optimized website content to improve SEO, achieving a 20% rise in organic search rankings.
- Implemented data-driven content decisions, enhancing user experience and increasing average session duration by 25%.
- Provided mentorship and training to content creators, improving content quality and increasing editorial efficiency by 15%.

Arabian Media Group

Press and Digital Media General Manager

Cairo  
Jan 2014 – Jul 2019

- Increased digital engagement by 43% in 6 months through strategic content planning and targeted campaigns.
- Boosted ad revenue by 27% with innovative advertising solutions and key partnerships.
- Streamlined production, cutting turnaround times by 23% and enhancing efficiency.
- Launched a new CMS, improving workflow and collaboration.
- Expanded social media, achieving a 51% follower increase and higher interaction rates.
- Developed a podcast, doubling newsletter subscribers by 67% in three months.
- Mentored staff, improving content quality by 20%.

Akhbar El Yom Gate (Website)

Editorial Director and Content Manager

Cairo  
Mar 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 writers and 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.

## LANGUAGE

- **Arabic**

Mother tongue

- **English**

Professional

- **Spanish**

Beginner

### **ATCALL (Agency)**

**Proofreader**

- Belgian agency for Arabic users offering Entertainment content.

**Brussels**

**Jan 2010 - Jul 2013**

### **Amwal Al-Ghad (Website)**

**Economic Website**

**Cairo**

**May 2010 - Aug 2011**

### **Flair Egypt Magazine**

**Translator**

**Cairo**

**Jan 2008 - Jan 2009**

### **Al-Lord TV channel**

**Media and Communication Manager**

**Amman**

**Aug 2008 - Sep 2009**

### **Akhbar El Youm (News Paper)**

**Editor / Proofreading**

- Worked in Economy, Business, and World Affairs.

**Cairo**

**Jul 2000 - Jan 2017**

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## EDUCATION

**2019 - 2003**

**Bachelor, Akhbar El Yom Academy, 6th October**

Bachelor's Degree in Journalism

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

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## REFERENCES

### **Riham Mazen**

Spot

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### **Waleed Badran**

BBC/ Akhbar Elyoum

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