

Ibrahim Aly
**Senior reviser, trans-creator, copyeditor, NAATI-certified
translator, and content expert**

Personal Information

Name	Ibrahim Helal Kelany Ahmed Aly
Mobile	+974 33797166
Address	Doha, Qatar
E-mail	ibrahimhll7@gmail.com
Military Service	Exempted
Nationality	Egyptian
Marital Status	Married
Gender	Male
Date of Birth	04/05/1983
Experience period	13 years

Highlights of Qualifications

- Senior Transcreator, Copywriter and Creative Content Expert.
- More than ten years of experience in translation and transcreation.
- Working on high-visibility transcreation and copywriting projects since 2007, including the KEP Website, the Holy Mosques Encyclopedia, and the World Government Leaders Summit.
- Ongoing collaboration with major companies and organizations in many countries in the Arab world, such as Ministry of Higher Education in Saudi Arabia, Tatweer, TBWA, Grayling, and Kwintessential.
- Extensive experience in transcreating projects for specific cultural dialects and regions, including the Arab Gulf countries, the Levantine region, and North Africa.
- Main transcreator/translator of high-profile and sensitive speeches and messages from top regional leaders including Her Highness Sheikha Moza bint Nasser, His Highness Sheikh Mohammad Bin Rashid, Mohamed Mustafa ElBaradei, Jimmy Carter, and Ban Ki-Moon.
- Specialized fields include business communication, marketing, tech, media, education, medicine, sports and culture.
- Familiar with keywords research and Quality Framework reports.
- Extensive experience with translation software like SDL Trados and graphic design software, such as Adobe InDesign, Adobe Illustrator, and Adobe Photoshop.

Professional Experience

- **Transcreation and translation**
 - Main content reviewer for TEDinArabic.com
 - Main transcreator and translator, project manager, and webmaster of a bilingual website that targets international audience from different cultures.
 - Main transcreator and translator, project manager, researcher and editor of a bilingual encyclopedia that documents.
 - Translated more than six published books.
 - Main transcreator and reviewer of an international magazine.
 - Main transcreator, reviewer, and approver of magazines and newsletters.
 - Main transcreator, reviewer, and approver of top leaders' speeches and messages.
 - Transcreator and translator of the collaterals of one of the biggest government leaders summits in the world.
 - Transcreator and translator of advertising car campaign.
 - Main transcreator and reviewer of more than one hundred events and campaigns.
 - Several ongoing collaborations with multinational organizations in wide range of industries.
- **Copywriting and marketing content**
 - Writing, reviewing and approving content for all the communication channels of a more than 60-entities organization.
 - In charge of building content strategy and tone and voice style guides for all the organization communication channels (Social media, digital and print publications, website, blogs, Medium, marketing...).
 - Main reviewer and approver of the marketing content and marketing campaigns concepts (Empathize, Define, Ideate, Analyze, Prototype, Test).

Work Experience

Qatar Foundation (QF) (7 Feb 2012 till now)

Location: Qatar

Position: Manager, Creative Content (January 2020 – current)

Role: To lead the Creative Content team by providing them with the right mentorship ensuring proper development and execution of creative content in alignment with brand principles and values to maximize QF recognition locally and internationally.

Responsibilities

- Strategic planning and management of content-led initiatives collaborations, and partnerships
- Support Director with strategy and planning and takes ownership for innovations
- Create opportunities for talent development
- Develop and maintain of the Qatar Foundation Style Guide
- Lead the conceptualization and development of marketing creative content for all marketing campaigns and events.
- Validate the final content of internal and external communication materials in both English and Arabic.
- Present an innovative and professional standard that connects QF to its key audiences through a variety of media.
- Strategically supervise and guide the Creative Content team to ensure the QF messaging and affiliations are well presented and activities are well explained.
- Ensure the delivery of high-caliber and compelling messages target stakeholders, institutional partners, and joint ventures audiences.
- Supervise all translations to ensure high quality, accuracy and stylistic consistency of QF published materials and Arabic language projects.
- Develop Creative Content policy outlining the broad guidelines for receiving and servicing requests from end users. Supervise its circulation to all relevant stakeholders.
- Develop high level quality of selection processes to ensure high quality Creative Content services within a definite timely delivery. Identify resources needs in order to meet requested deadlines.
- Develop high level process to identify and prioritize action on critical requests related to content development including speech writing for QF senior management or QF projects.
- Develop feedback mechanism, questionnaire from centers for Creative Content.

- Supervise the process of analysis of results and finalize the feedback on order to take corrective action if required.
- Oversee the evaluation, on a qualitative/quantitative basis, of the effectiveness of the Content Validation Unit in meeting established goals and objectives.
- Assist Marketing Director to prepare department budget for the year in line with Finance Directorate Guidelines.
- Monitor periodically to endure compliance.
- Review performance of direct reports on a periodic policy; identify training needs based on performance review, and create professional development plans.

Position: Head of Creative Content (May 2016 – December 2019)

Role: To develop operational excellence in the delivery of Creative Content services across QF to ensure high quality, accuracy, and stylistic consistency of QF communication materials and messages that support the Integrated Communications Strategy of QF.

Responsibilities

- Lead the conceptualization and development of marketing creative content for all marketing campaigns and events.
- Validate the final content of internal and external communication materials in both English and Arabic.
- Present an innovative and professional standard that connects QF to its key audiences through a variety of media.
- Strategically supervising and guiding the copyediting team to ensure the QF messaging and affiliations are well presented and activities are well explained.
- Ensure the delivery of high-caliber and compelling messages target stakeholders, institutional partners, and joint ventures audiences.
- Supervise all translations to ensure high quality, accuracy and stylistic consistency of QF published materials and Arabic language projects.
- Develop the Content Validation policy outlining the broad guidelines for receiving and servicing requests from end users. Supervise its circulation to all relevant stakeholders.

- Establish and monitor implementation of standard lead time to be offered as SLAs for Content Validation shared services to centers to be able to manage and endorse delivery service.
- Develop high level quality of selection processes to ensure high quality Content Validation services within a definite timely delivery.
- Identify resources needs in order to meet requested deadlines.
- Develop high level process to identify and prioritize action on critical requests related to content development including speech writing for QF senior management or QF projects.
- Develop feedback mechanism, questionnaire from centers for Creative Content.
- Supervise the process of analysis of results and finalize the feedback on order to take corrective action if required.
- Oversee the evaluation, on a qualitative/quantitative basis, of the effectiveness of the Creative Content Unit in meeting established goals and objectives.
- Assist Marketing Director to prepare department budget for the year in line with Finance Directorate Guidelines.
- Monitor periodically to endure compliance.
- Provide inputs to Marketing Director for the formulation and development of SOPs for Creative Content including formats and policies.
- Review performance of direct reports on a periodic policy; identify training needs based on performance review, and create professional development plans.

Position: Senior Arabic Copy-editing Specialist (January 2016 – May 2016)

Role: Responsible for validating Arabic content prior to publication and ensuring the effective, efficient, and appropriate execution of translation within QF; encompassing both large-scale and small-scale needs that are in alignment with the QF communication strategy and related projects.

Responsibilities

- Create a curatorial calendar for refreshing content across all platforms.
- Identify the training needs of individuals, develop formal training programs or classes, and teach or instruct others.

- Revise and validate Arabic content for QF publications and corporate communication materials, including brochures, reports, presentations, websites and other products.
- Ensure the consistency and quality of required terminology, vocabulary and messaging in the Arabic language through adherence to QF terminology style guide.
- Check formatting and final layout of published materials.
- Collaborate with marketing team and designers to support the QF identity through the combination of relevant graphics, symbols and text in publications. Oversee inter-departmental project scopes and ensure content-related tasks are completed in a timely manner.
- Highlight key strategic messages for specific audiences that require careful and accurate translation.
- Coordinate with the Head of Content Validation to understand and implement translation needs.
- Provide ongoing support to QF programs and publications functional units for a wide range of QF communications projects and events in the Arabic language.
- Provide written as well as oral interpretation support to all QF entities as necessary.
- Assist in the production of an updated terminology style guide for all QF communication staff, consultants and institutional partners to ensure and support consistent communications.
- Develop and document content validation processes to ensure coordination and efficiency with content contributors, translators and internal clients.
- Participate in the evaluation, on a qualitative/quantitative basis, of the effectiveness of the Content Validation Unit in meeting established goals and objectives.

Position: Arabic Copy-editing Specialist and QF Telegraph Editor (February 2012 – January 2016)

Role: responsible for reviewing translations in Arabic as required by the Publications department, including large- and small-scale needs in support of the Qatar Foundation (QF) communications strategy and related projects. This position ensures high-quality and timely execution of all Arabic language projects, including maintaining the highest levels of accuracy in conveying all types of communications in Arabic. Responsibilities include providing written as well as oral interpretation support to all QF departments as necessary.

Responsibilities

- Develop content including press release, brochures, welcome letters, and management messages for QF Communication Directorate.
- Review content developed for various QF communication channels.

- Carry out oral interpretation and review of written translations as required by QF Communication Directorate to support consistent and high-quality communications through the development of internal processes, which include coordination and quality assurance mechanisms.
- Develop and document consistent processes and strong internal communication throughout the translation process.
- Provide ongoing support to QF programs and Publications functional units for a wide range of QF communications projects and events.
- Participate in the evaluation, on a qualitative/quantitative basis, of the effectiveness of the Translation Unit in meeting established goals and objectives.
- Manage publication production from A to Z, including artwork, layout, and printing, ensuring adherence to deadlines and budget requirements by all concerned parties and supporting communications and community programs projects.
- Review final proofs and approving or making changes.
- Assist in the production of an updated terminology style guide for all Publications staff, consultants and institutional partners to ensure and support consistent communications.
- Ensure the consistency and quality of required terminology, vocabulary and messaging in the Arabic language through adherence to the QF terminology style guide.
- Monitor new trends in digital media channels and dissemination to support the development of high quality, effective communications.
- Generate content review and translation processes to assure quality and consistency of use of QF terminology style guide.

Switch Media (18 Aug 2011 to 6 Feb 2012)

Location: UAE and Qatar

Position: Senior Editor and Translator

Perfection International (25 Nov 2008 to 1 Sep 2011)

Location: Kingdom of Saudi Arabia

Position: Project Manager

Achievements:

1- King Abdullah Expansion of the Holy Mosque in Makkah Encyclopedia

Role: Senior Editor and Translator, Researcher

2- Knowledge Exchange Project

(www.kep.org.sa)

Role: Copywriter, Editor, Translator, Researcher and Project Manager

3- King Abdul-Aziz University's Writing Center

Role: Translator, Copywriter, Researcher

4- National Industrial Strategy

Role: Translator, Copyeditor

5- International Exhibition and Conference on Higher Education

Role: Translator, Copyeditor, Coordinator

Egypt Telecom

Location: Egypt

Position: International Directory Assistance Agent

Dar Al-Farouk for Cultural Investments (14 Aug 2007 to 13 Jan 2008)

Position: Translator and Reviewer

Location: Egypt

Translated and reviewed the following books:

- When Success Is Not Enough
- The 7 Hidden Reasons Employees Leave
- Supervising the PhD
- The Servant Leader
- Not for Bosses But Leaders

Certified Translation (2006-2007)

Position: Part-time Legal Translator

Training

- Executive Leadership Program, HEC Paris in Qatar

	Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
Module Name	Leadership	Strategy	Managing High Performance Teams & Communication	Decision Making & Negotiation Skills	Innovation & Change Management	Leadership II
Dates	18-20 March 2019	8 & 9 April 2019	18-20 June 2019	22-25 Sep 2019	20-23 Oct 2019	2-4 Dec 2019

- “A Week in the Life of The Economist” **30th September- 3rd October 2013, The Economist, London, United Kingdom**
- “A Week in the Life of The Economist” **16th – 18th September 2013, The Economist – Doha, Qatar**
- **Medical Translation and Interpretation – Weill Cornell Medicine – Qatar**
- **Storytelling Masterclass, FisherApelt**
- **Service Excellence – PWC Qatar**
- **Project Management Fundamentals – PWC Qatar**
- “Managing Workflow, Projects & Priorities” **24th – 25th April 2013, David Allen Company “GTD”, Doha, Qatar**
- The Eleventh EFL Skills Conference “INTEGRATING SKILLS Learning and Standards: the Challenges of Change”: 22rd – 24th January, 2006 Center for Adult and Continuing Education – **The American University in Cairo - Egypt**
- The Twelfth Skills Conference “Critical Learning: Implications for Students, Teachers and Educational System”
- A course in English skills in **American University in Cairo** Three months – excellent grade
- Arab Diplomacy and Dialogue Conference– **Arab League**
- Course in customer service (29/08 to 12/09/2008) – **Telecom Egypt – Training sector**
- Electronic Secretary (28-30/08/2010) – Knowledge Conveyors Centre

Awards

- Thanaa Award from Qatar Foundation (2012)
- Appreciation certificate from Qatar Career Fair (2012)
- Appreciation certificate from Qatar Career Fair (2013)
- Appreciation certificate form the Faculty of languages and translation for excellence in English literature