

ABOUT ME



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A career-driven and self-motivated researcher, content writer, copywriter and translator, with experience working for some prestigious organizations and as a freelancer. I am fueled by my passion for going beyond the expectations, always eager to both build on my academic foundations in business management and stay in tune with the latest trends in both research and content management through continued coursework and professional development.

My determination and hunger for knowledge has contributed to my most recent success by joining Harvard Business Review Arabia as a freelance translator where I translate the research, articles and essays of the world's most influential thinkers on management such as Michael Porter and Peter Drucker.

I am always looking for new opportunities and interested in new challenges.

EDUCATION

PhD Degree **2019**

Sudan University of Science and Technology (Sudan)

MBA **2014**

Bangor University (United Kingdom)

BBA **2004**

University of Khartoum (Sudan)

Harvard Business Review Arabia

Feb. 2019 - Present

Freelance Translator

Responsible for translating (to Arabic) the research, articles, essays of the Harvard Business Review which is a global magazine published in English every two months. The contents are based on scientific research in the field of management and business, and the magazine readership are of the business and management practitioners, and researchers in this field. The magazine has a reputation among academics, executives and management consultants and is viewed as an international reference in management and leadership as it's associated with one of the world's most prestigious universities [Harvard University].

Faisal Islamic Bank (Sudan)

April 2010 - Present

Head of Media & Press Publications Administration

December 2014 - December 2018

Covering and publishing the business' news content, checking the written text of newspapers, magazines or website before it is published. I am, accordingly, responsible for ensuring the correct grammar, spelling, style and tone of the published work. Tasks typically involve the following:

- editing copy, written by reporters or features writers, to remove spelling mistakes and grammatical errors;
- paraphrasing materials so that it flows or reads better and adheres to the bank's publications style.
- liaising with reporters, journalists and editors;
- keeping up to date with sector issues, e.g. by reading related publications;
- adapting all these skills for a publication's website.

January 2019 - Present

Head of Institutional Development Section in Quality Management Administration

- Implementing the documentation and follow-up of the Bank's strategic plans and reporting regularly to the CEO in this regard.
- Participating in coordinating the conclusion of agreements or contracts related to the Bank's new investments.
- Proposing the use of consultancy firms and specialized research institutions to conduct some studies, and coordinate with them in this regard.

April 2010 - August 2013

Staff member in Training and Public Relations Department

- Contributing to the implementation of the Bank's media policy.
- Contributing to the implementation of the training plan, and carrying out its requirements in terms of follow-up and coordination and making the necessary arrangements with the relevant parts inside and outside the Bank.
- Organizing the Bank's activities and arranging with the relevant parts inside and outside the Bank in this regard.
- Following up the sources of information about the Bank in various mass media.

Al Neelain University (Sudan)

June 2016 – October 2018

Editor of the English content of Al Neelain University Website

Responsible for translating the Arabic content of the University's website into English, including: the homepage, the subsections, the faculties, departments, centers affiliated to the University, as well as updating the news on the University activities and contributions.

Alwan Daily Newspaper (Sudan)

November 2009 – April 2017

Journalist | Writer | Press Translator

An inquisitive, determined, and focused journalist and press translator with the ability to conducting research, and writing engaging stories to inform, captivate, and grow audience.

My responsibilities included:

- Receiving assignments for stories, evaluating leads and pitching compelling story ideas to editors, revising and editing work for editorial approval, and collaborating with other reporters, editors, and production staff.
- Gather information for newsworthy stories through observation, investigation, and research.
- Build a network of sources for interviews and develop relationships within the community.
- Analyze facts and information and determine the most effective way to tell the story.

Sudan Olympic Committee (Sudan)

June 2016 – December 2017

Editor of the English content of SOC's Official Facebook Page

Responsible for translating the Arabic Facebook content of the SOC content into English, including updating the news on the SOC website such as their different events and activities.

Ziid.net (Saudi Arabia)**Content Writer & Arabic Proofreader**

Writing and translating articles and essays in different areas such as: self-development and freelance. In addition, proofreading the Arabic content published on the website to remove spelling mistakes and grammatical errors.

January 2018 – June 2019

Major Accomplishments

- Contributing actively to the writing, editing, drafting and publication of the book (Faisal Islamic Bank (Sudan): A ten-year Journey of Excellence "2015").
- Author of the book (Faisal Islamic Bank (Sudan): Pioneers of Corporate Social Responsibility "2017"), as requested by the Bank's Board of Directors.
- Conducting a number of investigative press reports, some of which have been nominated for awards at the national and regional levels.
- Writing the lyrics of the song that has been employed as an audio slogan for Faisal Islamic Bank's Mobi Bank app, which has been broadcast in the context of the app promotional campaign.
- Translating the annual report of Faisal Islamic Bank for the years 2015 and 2016, and doing the proofreading of the Arabic content of these reports.
- Writing and preparing the contents of the written press interviews with the current and former CEOs of Faisal Islamic Bank, in both Arabic and English, which are published in local or international media, such as Islamic Business and Finance magazine published by CPI Financial, and Global Finance Magazine in the US.
- Publishing four scientific papers, two of which were published in international journals with high impact factor.

Literary Accomplishments

- A collection of poems called 'ذاكرة متقلبة وحزنٌ مشيد' , 2016.
- A collection of short stories called 'مُمْلٌ اتباع الشمس كل يوم' , published in Egypt, 2014.
- The #2 winner of the Writers Without Borders Short Stories Award – Iraq, 2012.
- The winner of the Al Asriya for Culture and Development Award for short stories (Egypt), 2013.
- The winner of Kuwaiti Writers Association's flash fiction award, 2017.
- A winner of Tishreen Publisher's Award within a pooled collection of short stories, 2018.
- The #3 winner of the Arab Short Story Award held by the Omani Writers Union.

Memberships

Sudan Journalists Union	since 2008
Sudan Literary and Writers Union	since 2018
Sudanese Researchers Foundation	since 2016
Sudan Knowledge Society	since 2017

Major Training Courses

- ‘Certification in Fundamentals of Digital Marketing’ by Google.
 - Using the Balanced Scorecard as a Performance Measurement Tool, Osool for Training & Consultancy, 2015.
 - Management Strategies for People and Resources, Young African Leaders Initiative Network, 2016.
 - E-Journalism, Al Jazeera Training Centre, 2016.
- Seminar on Strategic Management, Sudanese Banks Union, 2011.
- Strategic Planning, Sudan Academy for Banking & Financial Sciences, 2015.
- The Value Machine: A Balanced Scorecard Strategy Management Framework, Global Business Academy, 2015.
- Business Leadership Excellence for Executives, H&H Consultancy, 2013.