

Batoul Arbid
Content Specialist
Account Management Specialist

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Abu Dhabi, U.A.E



CAREER OBJECTIVES

Being a trilingual translator, I am seeking an opportunity with a well-reputed organization, to be a part of their team or a freelance member of their entity. My multitasking characteristics and mastering English, French & Arabic linguistics can be of great value to my future employer. Implement Efficient and fast editing/ writing skills; I am looking forward to use and enrich my intellectual and diverse knowledge.

PROFESSIONAL PROFILE

- 12 years of intensive experience in the main three languages of today's world and the region: English, Arabic and French.
- Writing many different types of content for various industries, such as press releases, web content, speeches, opinion pieces, video scripts, creative visual copy, social media posts and calendars, emailers, formal invitation letters, flyers, brochures, Google ad copy, product and marketing content, etc. for 9 clients. The content is published across major local newspapers, magazines, social media accounts, websites and more, on the topics of technology, health, education, retail, finance, real estate, startups, and the latest advancements around artificial intelligence
- Dig through original material and rewriting content in the Arabic and/or English language, ensuring the meaning of the source text is retained.
- In depth researching of legal, technical and scientific phraseology to secure the best outcome in translation/ editing services.
- Liaising with clients on the overall content and coordinating with internal departments i.e. Legal, for further confirmations on technical or legal terms.
- Proofreading and editing of final drafts, to minimize the mistakes margin.

- Providing clients with a grammatically well-expressed final version of the translated/ edited text, in a format of their choice.
- networking and making contacts.
- Responsible, observant, hardworking and skilled in working effectively with diverse groups at all levels of an organization.
- Advanced computer skills in Microsoft Office and online research tools.
 - Arabic, French, English (fluent)

Marketing and Business development experience:

- Developing 360 marketing strategy for Abjadiyat including BTL & ATL for both business models, B2B and B2C.
- Building programs for collecting customer feedback, including field visits, focus groups, surveys, and one on one interviews to improve the product.
- Managing In App marketing including interstitials, Appstore/Google Play copy, screenshots and promotional videos.
- Building digital & offline communities of mothers & teachers to support the brand. Created a Network of more than 5000 subject matter experts.
- Managing the marketing team
- Building relationships with customers that drive more sales in GCC & Europe
- Managing and launching company's website
- Managing and creating in-app marketing campaigns, I also help in shaping user experience and decide on where marketing messages best placed inside the App.
- Presenting the App demos at events, exhibitions, seminars & to potential partners/clients and high profile decision makers.
- Manage events for the brand to market the product within SME

EDUCATION

- Seeking a PHD program in communications.
- Master's degree in applied Languages and Translation.
- Bachelor degree/ Higher diploma in Languages and Translation, Islamic University of Lebanon- Beirut, 2003-2007
- High School education- Experimental Science – Lebanon - 2003

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS:

November 2019- Present (Acquired by Sister company Abjadiyat) as a Content Specialist, Account management Specialist.

March 2019- October 2019, Content Specialist- Algorythma

April 2016- March 2019 Freelance Translator, Copywriter Abjadiyat

April 2004- present: Freelance translator

- UN entities
- Personal research
- Firms and establishments
- Real estate companies
- Education entities (schools-nurseries)
- Investment offices
- Freelance Translator twofour54

October/2008- October/2009 Bloom Properties- Freelance Translator, Abu Dhabi, U.A.E.:

- Translation of Contract description Proposals in PowerPoint presentations;
- BMX sport,
- Treble Sports,
- Sharjah Proposal ...

February/2008- June/2008 Al-Qanat Centre for Media Development Full time Translator:

- Translation of chosen articles of their Arabic Website into English (Journalism)
- Proofreading and Editing translations of colleagues
- Translation of formal letters
- Translation of breaking News

February/2006- October 2008 Riham Production: Full time translator for documentaries, subtitling and research: supplying subtitles for foreign films and television programs;

- Robin Hood Movie,
- Felix Cartoon Series,
- Christopher Dream,
- La Crime Series (french CSI),
- Young Fisherman,
- Black Dragon (Cartoon) ,
- Tomato Twins Cartoon Series
- In their Eyes, Translation of One Episode

July/2007- July/2008 Samar Legal translation office- Junior Translator, Beirut Lebanon

- Translation of research documents under the Supervision of the legal translator
- Translation of legal documents,
- retaining and developing specialist knowledge on specialist areas of translation;

June/2006- October/2006 ACRLI (Arab Centre for the Development of Rule of Law and Integrity), Part Time translator

- Contribution to translations within the Center
- Editing and proofreading translated versions of Workshops and their Outcomes

- Researching and Archiving Workshops outcomes and documents

HOBBIES:

Touching a word of a book is like flying on birds' wings, discovering as we go higher the aspects of different states and feelings. Through reading, I evolve and enrich my personal skills of writing and I open with my bare hands the potential of a novelist, designer, composer or even just a Mother.

REFERENCES:

Dr. Hani Raydan,

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Mohammed Shams Al Dine, Arab Centre for Media development, Beirut, Lebanon

Dr. Wajih Fanoos,

Academic Consultant to the President of the Islamic University of Lebanon ,

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Dr. Sassine Assaf, ACRLI, Beirut, Lebanon