### Ashraf Nisseem Khalil

###### Apt.1206, Al Naseem Building, Tourist Club, Abu Dhabi

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| PERSONAL SUMMARY |

* Military: Exempt
* Nationality: Egyptian
* Birth date: 16 October 1971
* Marital: Married with 2 children

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| **EDUCATION** |

Cairo University, 1994, B. Sc. of Mass Communication, PR & Advertising

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| AREAS OF EXPERTISE |

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| * Translation | * Writing | * Training | * Sales |
| * Editing | * Copywriting | * Team building | * Marketing |
| * Interpreting | * Design | * Research | * Management |
| * Corporate Communication | * Oil and Gas * Defense | * Event Organizing | * Consulting * Media |
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| **CAREER SUMMARY** |

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#### General Manager TransPerfect Legal Translation LLC April 2017- Present

* Managing in-house and outsourced talent
* Crafting client quotes to offer the best value for money
* Planning and managing deliverables on editorial and translation projects
* Translation and editing quality control
* Communicating with clients to ensure they are happy
* Overseeing processes and tech to for maximum productivity
* Helping to grow the company by attending conferences and exhibitions
* Writing creative and corporate material including elevator advertising, film scripts, sustainability reports, promotional text, corporate happiness course, future trends reports, slogans, online corporate courses, book on a UAE prodigy, economic report on the Emirate of Ajman, etc.

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#### Corporate Communication & PR Editor Al Hosn Gas June 2013- Jan 2017

* Writing, editing and art direction of corporate magazine
* Interpretation, translation and proofreading
* Website content development and updating
* Written creative material for press releases, public statements, annual reports, advertisements and other communications as needed
* Writing and editing circulars, speeches, editorials, interviews and other high level communication material
* PR content creation such as infographics and video scripts
* Technical writing (start to finish) including document review and edit, verification and improvement, development, writing
* Media analysis of global and local sources to provide relevant intelligence
* Membership of the Media Committee of ADIPEC (No. 1 global oil and gas event), the Crisis Communication Team, and the Happiness Committee
* Media consultancy including strategic planning, branding, launches, events, media investment, crisis communication and social media advice
* Media and core value training including curriculum development, facilitation, on the job training and coaching for staff and executives
* Consultancy work including policies & procedures, initiatives, business process structuring and improvement, planning and execution
* Interviewing renowned figures (e.g. Michio Kaku, top executives, etc.).
* Coaching the company chess team and coordinating its events

#### Translator Strategy & (Ex: Booz & Company) April 2010- October 2012

* General, defense and legal translation and interpretation
* Proofreading, editing and coordinating translation work
* Formatting PowerPoint files including graphics localization
* Coaching new translators

#### Corporate Trainer MAG Computer and Training July 2004- March 2010

* Writing and designing training materials
* Delivering business courses (Subjects: Sales, marketing, management, small enterprise and career development)
* Examination and evaluation

#### Book Reviewer Arabian Scientific Info. Co. Aug 2008- Dec 2009

* Description, critical analysis, and evaluation on the quality, meaning, and significance of ~400 books. Topics: politics, science, art, sports, etc.

#### Copy Editor NahdetMasr Newspaper Feb 2009- Nov 2009

* Deciding on which stories to run
* Checking text to ensure it is well written and logically structured
* Correcting grammar and spelling
* Ensuring the text is in line with the publisher's house style
* Checking facts and raising queries with authors
* Looking out for potential legal problems and fixing the causes
* Checking that illustrations and captions are correct
* Editing other writers' work
* Training novice journalists and advising the experienced

##### **Partner Al Mohandes Copiers Sept 1998- July 2008**

* Management of multiple functions including sales, marketing and purchasing
* Hiring, coaching, and leading personnel within a technical team environment
* Fostering customer loyalty by ensuring full utilization of our solutions
* Managing company budget and cash flow

##### **Translator & Editor Digital Press Magazine April 1997- Sept. 1998**

* Translating and editing technical topics about design and printing
* Developing the editorial themes and the annual editorial calendar
* Coordinating data collecting and sorting
* Assisting in ad copywriting and layout using advanced design software

Business Editor Freelance Nov. 1996- March 1997

* Handling the newsletter of Computer and Engineering World Co. Tasks included editing, formatting, layout and printing

Assistant Editor Arabian Scientific Info. Co. July 1995- Sept. 1996

* Selecting, translating, editing and summarizing the latest business books to be published in a monthly summary (Khulasat)

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| **CERTIFICATIONS** |

* Train the Trainer at TTM Associates (July. 2015 [5 days]- Aug. 2014 [5 days])
* H2S Safety Level 1by GTSC (Jan. 2015)
* “Non-incriminating writing for Journalists” from The United Nations’ BENAA Project (June 2009) & advanced level of the same course (Aug 2009)
* oDesk.com Editing Certification &English Sentence Structure Test (Dec. 2008)

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| **TRAINING AND DEVELOPMENT** |

* Information Security at Al Hosn Gas (June 2016 and June 2014)
* Crisis Management Communication at Al Hosn Gas (June 2016 and June 2014 [Regester Larkin])
* Web Editing and Copywriting at SabryCorp Ltd. (June 2008- July 2008)
* Field Research and Data Editing at Information and Decision Support Centre IDSC (July 2007 [7 days])
* Field Research and Data Editing at IDSC (July- Aug 2005)
* Web Design at Strategy (May- June 2001)
* PhotoShop (May- June 1998)
* Market Research at Wafaii & Associates (Feb 1994 [7 days]- May 1993 [7 days])

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| **LANGUAGES** |

* Arabic (native)- English (fluent)

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| **COMPUTER** |

* MS Windows, MS (Word, PowerPoint, Excel, OutLook, Project, Visio)
* Internet: Internet Explorer, Google Chrome, FireFox, Opera, Skype, etc.
* Design: QuarkXpress, PhotoShop, Swish, Flash, FrontPage, Adobe Reader
* Familiar with Mac (18 months experience)

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| **AUTHORED BOOK** |

* The Art of Selling (Arabic)

Unpublished