



Hala Shamaly

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ABOUT ME

For over 5 years as an English <> Arabic Translator, Digital Marketer, Content Writer, SEO writer, proofreader, Editor, and Trainer. I acquired many skills. No matter how large your project is and how tight its schedule, I will be able to handle it without falling - off in quality. I am perfectly capable of following instructions as long as they are clear and fair. I am looking for clients who are seeking experience and quality over quantity, and I look forward to hearing from you to begin our successful journey together.

WORK EXPERIENCE

Online Freelance Translator

Online [10/04/2018 – Current]

- Checking translations of technical terms and terminology to ensure that they are accurate and remain consistent throughout translation revisions.
- Proofreading, editing, and revising translated materials.
- Reading written materials such as legal documents, scientific works, or news reports, and rewriting material into specified languages.

Trainer of English

Development House Center "DHC" [16/02/2019 – 08/06/2019]

Address: Gaza (Autonomous Palestinian Territories)

- Organizing and delivering classroom lectures to students.
- Evaluating students' classwork and assignments.
- Preparing classroom and coursework materials, homework assignments, and handouts.
- Classroom management.
- Creating a vibrant teaching atmosphere.

Arabic<>English Translator

Self-employed [05/09/2016 – 14/03/2021]

Address: Gaza (Autonomous Palestinian Territories)

- **Examining written documents for meaning and recreating this meaning in another language, such as Arabic to English or vice versa.**
- **Creating a new text in the target language that reproduces the content and style of the original.**
- **Editing and proofreading text to accurately reflect language.**
- **Converting written materials from one language into another, such as books, publications, or web pages.**

Tutor of English, Arabic, Math and Science

Self-employed [22/08/2012 – 15/08/2018]

Address: Gaza (Autonomous Palestinian Territories)

- **Scheduling tutoring appointments with students or their parents.**
- **Researching textbooks, software, equipment, or other learning materials to complement tutoring**
- **Developing teaching or training materials, such as handouts, study materials, or quizzes.**
- **Providing encouragement and positive motivation.**
- **Paying extra attention to problems and subjects student struggles with.**

Content Writer

Upwork Platform [03/09/2019 – Current]

City: Gaza

Country: Autonomous Palestinian Territories

- **Produce well-researched content for publication online and in print.**
- **Organize writing schedules to complete drafts of content or finished projects within deadlines.**
- **Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content.**
- **Communicate and cooperate with a writing team, including a content manager, editors, and web publishers.**
- **Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, and blogs.**

Marketing content writer

Mostaq Platform [05/10/2020 – Current]

City: Gaza

Country: Autonomous Palestinian Territories

<http://mostaq.com/> is the largest Arabic freelancing platform in the Middle East and North Africa.

With 5 stars review my work on Mostaqel revolved around:

As a Marketing Content Writer, {Social Media posts}:

- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results.
- Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content
- Communicate and cooperate with a writing team, including a content manager, editors, and web publishers
- Follow an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials
- Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, and blogs
- Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement

Website & Profile company content writing for an "IT company "

BMT company [01/10/2019 – 07/10/2019]

City: Gaza

Country: Autonomous Palestinian Territories

- **Developing content for blogs, articles, product descriptions, social media, and the company website.**
- **Proofreading content for errors and inconsistencies.**
- **Editing and polishing existing content to improve readability.**
- **Conducting keyword research and using SEO best practices to increase traffic to the company website.**

Marketing Strategies for social media platforms

B-Hive Media company, Misk Qatar company, BMT Company [10/02/2019 – 13/10/2021]

City: Gaza

Country: Autonomous Palestinian Territories

- **Meeting with clients to understand their message, brand voice and target audience**
- **Proposing copy concepts in an engaging way for clients and carrying out projects once they are approved**
- **Writing clear and error-free content for a website that reflects the company's voice**
- **Interpreting creative direction and technical information and turning them into persuasive copy concepts**
- **Collaborating with PR and marketing departments to brainstorm and develop a variety of marketing materials**
- **Working with clients to edit and modify the copy to meet their content expectations**
- **Achieve business outcomes around customer satisfaction, outreach, and customer education by creating a comprehensive 12-month content strategy.**
- **Create compelling content that provides context for customers and communities of the company's purpose-driven strategy.**

EDUCATION AND TRAINING

Online Freelance Course

Al-Raed Center for Training and Development [07/04/2019 – Current]

Address: Gaza (Autonomous Palestinian Territories)

- Proofreading, editing, and revising translated materials.
- Reading written materials such as legal documents, scientific works, or news reports, and rewrite material into specified languages.
- Discussing translation requirements with clients.
- Adapting software and accompanying technical documents to another language and culture.

B.A. in English Language Literature

Al-Azhar University of Gaza "AUG" [05/09/2016 – Current]

Address: Gaza (Autonomous Palestinian Territories)

Level in EQF: EQF level 6

General

- Studies in Jurisprudence, Studies in Hadith, Studies in Fiqh, Arabic, Human Rights, Principles of political, and Principles of Sociology.

Occupational

- Reading, Writing, Grammar, Linguistics, Poetry, Novel, Phonetics, Criticism, and Conversation.

Skills

- Writing reports about any topic.
- Writing professional essays and articles.
- Translating texts from English to Arabic and vice versa.
- Teaching English Language for non-native speakers of English.
- Making perfect presentations.

English Language Levels Program"12 Levels"

British Academy for Languages [28/01/2018 – 28/01/2019]

Address: Gaza (Autonomous Palestinian Territories)

Skills

- Preparing reports and articles.
- Writing perfect essays.
- Speaking fluently.
- Preparing professional presentations.

Coursera Digital Marketing course

Coursera [09/05/2019 – 09/09/2019]

Address: online Palestine , Gaza , 00970 Gaza (Autonomous Palestinian Territories)

Edrak Digital Marketing course

[08/04/2020 – 11/06/2020]

Address: Online , 00970 Gaza (Autonomous Palestinian Territories)

<https://www.edraak.org/en/specialization/specialization/digmar-vv1/>

LANGUAGE SKILLS

Mother tongue(s): **Arabic**

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C2

RECOMMENDATIONS

Provided upon request

entrepreneurs

Name: Mohammed

Phone number: (+972) 0597140920

Email: mohammedjardah95@gmail.com

Hala is a hard worker content writer, she is very successful in her selection, she is smart, professional and gives a great content

I highly recommend her, and really enjoyed dealing with her.

entrepreneurs

Name: Yousef

Phone number: (+966) 538110379

I dealt with her in writing a large group of posts, with different goals.

Completed it on time and with excellent quality

Highly recommend working with her.

ORGANISATIONAL SKILLS

Organisational skills

- Time management.
- Organized and prioritized personal schedule.
- Successfully working to match strict deadlines.
- Abilities to tackle and solve the frequent problems.
- Commercial awareness.

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

- **Speaking in public, to the group.**
- **Excellent presentation and negotiation skill gained during my BA.**
- **Fluent speaker.**
- **Excellent reader and writer.**
- **Confident, articulate, and professional speaking abilities and experience.**
- **Empathic listener and persuasive speaker.**
- **High communication skills gained throughout my experience in this field.**

JOB-RELATED SKILLS

Job-related skills

- **Ability to work under pressure.**
- **Interpreting and translating any text of any kind from Arabic to English and vice versa.**
- **Decision Making.**
- **Time Management.**
- **Self-motivation.**
- **Leadership.**
- **Teamwork.**
- **Creativity.**

CAT TOOLS

CAT Tools

- **Kilgray MemoQ 2015 R2.**
- **SDL Trados Studio 2019 SP1.**
- **WordFast Pro.**
- **MasterCat.**

DTP TOOLS

DTP Tools

- **Adobe Illustrator CC 2019.**
- **Adobe Photoshop CC 2019.**
- **Foxit PhantomPDF Business.**

DIGITAL SKILLS

Microsoft office(WordExcel Powerpoint Outlook) / Microsoft word, Excel / MS POWERPOINT / Microsoft Outlook / Google suite (Gmail Google Drive Google Slide Google Docs Google Sheets Google Forms Google) / Audio-visual Translation Tools (Subtitling) / >aeguisub / Plataformas digitales como Zoom Google Meet Moodle / Google drive, DropBox, FB, Instagram, LinkedIn, Zoom, Skype, Asana, Trello, Slack, HelpScout / Slack (Virtual Chat Rooms Events) / Google tools (Gmail Drive Google forms etc) / Analytical skills and ability to solve problems / Analysing / Wordpress, SEO, Analytics / Knowledge of advanced techniques in the use and manipulation of search engines as well as SEO. / Excellent writing with main softwares (Microsoft Word) / Academic writing and editing / Copy writing / Online content creation/editing tools / Online content creation and editing tools / Digital content tools