



HEBA ISSA

PRODUCER

CONTACT

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SOCIAL MEDIA

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AWARD NOMINATIONS

BEST OF THE NET 2017

UNIVERSITY OF EXETER CHANGE
AGENT 2014

PROFILE

I am an experienced content creator seeking a full-time position in the field of media production, where I can apply my knowledge and skills for continuous improvement. I currently produce content on my blog, Heba Vs Reason, and have gained thousands of followers since 2009.

EXPERIENCE

PRODUCER

DTV | 2010 - 2012

- Reviewed documents, such as production schedules, work orders, or staffing tables, to determine personnel and material priority requirements.
- Oversaw the quality and progress of audio and video footage.

COPYWRITER

THE HOP | 2011 - 2012

- Played a key role in the conception of brand marketing, and execution of innovative copy to integrate cross-channel initiatives, including – web initiatives, online advertising, print advertising, trade shows, conferences, rich media, digital marketing and direct mail.
- Identified appropriate trade and business editors for upcoming media pitches.

PRODUCER AND REPORTER

WPSU | 2007 - 2008

- Developed storylines of public affairs, hard news and soft news packages.
- Developed sources, maintained contacts and pursued leads that resulted in original stories as well as providing leadership that encouraged the smooth operation of the organization.

PRODUCER AND HOST

COMMRADIO | 2006 - 2007

- Anchored and co-produced a weekly ten-minute newscast.
- Researched and prepared news stories and public affairs programs for weekly broadcasts.
- Drafted and distributed weekly production schedule to upper management and production staff.

EDUCATION

MASTER OF ARTS, MIDDLE EAST AND ISLAMIC STUDIES

UNIVERSITY OF EXETER | 2013 - 2015

MASTER OF ARTS, LIBERAL STUDIES

DARTMOUTH COLLEGE | 2010 - 2012

BACHELOR OF ARTS, MAJOR IN JOURNALISM

PENN STATE UNIVERSITY | 2004 - 2008

SKILLS

- SEO and Google Analytics
- Social media strategy
- Arabic
- Web content development
- Creative writing
- Photography
- Project management
- Event planning
- Editing
- Research