

# Heba Issa

E-mail : hwi5000@gmail.com  
Address: South Brunswick, NJ

Phone : 7328229686

## Work experience

---

### Vs Reason

2009 — Present

#### Content Creator

- Editing and producing content with help of web publishing tools.
- Maintaining photography workflow and function.
- Maintaining a lifestyle blog that generates thousands of views and followers.
- Ability to write, and edit content (text, photos, and video).

### Blueprint

2012 — 2013

#### Creative Writing Teacher

- Taught a Creative Writing workshop to ten students.
- Encouraged students in poetry activities, short-story writing exercises and journal topics.
- Assisted students with their quality and knowledge of poetry and prose.
- Adapted curriculum for students with learning and behavioural difficulties, as well as students with disabilities.

### Mayadeen

2011 — 2012

#### Researcher

- Worked in coordination with other employees to research details of news features.
- Prepared documents, charts and graphs.
- Maintained resource archives for both computer files and hardcopy materials.
- Attended news briefings and reported highlights and current events.

### Think Tanks Monitor

2011 — 2012

#### Senior Writer

- Wrote executive summaries for the Daily Update newsletter.
- Monitored publications and wrote executive summaries of weekly issues featured prominently in the news.
- Drafted press releases and attended lectures.
- Conducted background research including desk-based research, site visits and interviews.

### DTV

2011 — 2012

#### Producer

- 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.
- Arranged meetings and maintained relationships with various university departments.

### MALS Quarterly

2011 — 2012

#### Senior Editor

- Met with fellow staff members on a regular basis to design, edit and produce a quarterly journal.
- Approved projects and articles to be carried out by the publication.
- Supervised and streamlined both editing and publication.
- Read, evaluated, and edited the manuscripts before approving them for publication.

- Planned the contents of publications and interacted with the concerned authorities for its approval.
- Created style guides and ensured consistency with brand voice.

## Dartmouth Amnesty

2011 — 2012

### Social Media Manager

- Developed and managed online marketing campaigns.
- Drove brand awareness, engagement and traffic to social media pages.
- Achieved a strong, visible social media presence and developed concepts with viral potential.

## The HOP

2011 — 2012

### PR Copywriter

- Identified appropriate trade and business editors for upcoming media pitches.
- Monitored website and social media for accuracy and content.
- Typed and distributed professional press releases based on content created by public relations specialists.
- 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.

## AccuWeather

2009 — 2010

### Journalist and Editor

- Carried out responsibilities in accordance with copy deadlines and production deadlines.
- Saw that all news stories followed Associated Press requirements, stories were fairly reported, and that writing resulted in a balanced, accurate presentation of facts.
- Prepared interesting and informative news articles involving controversial, technical, or complex subject matter.
- Provided comprehensive editing and proofreading service.
- Oversaw a small staff of junior editors, proofreaders and copywriters.
- Fulfilled multifaceted duties that included reporting, news/feature writing, researching, fact-checking, proofreading and headline/cutline writing.

## WPSU

2007 — 2008

### Producer and Reporter

- Met deadlines and produced a VOSOT a week.
- Developed storylines of public affairs, hard news and soft news packages.
- Presented stories and other content for all platforms in a manner that is clear, engaging, and meaningful to news consumers.
- Gathered and verified factual information regarding story through interview, observation, and research.
- Assisted the camera and soundboard crews in live- and post-production.
- Developed sources, maintained contacts and pursued leads that resulted in original stories as well as provided leadership that encouraged the smooth operation of the organization.

## PSUSJP

2006 — 2008

### Social Media Manager

- Developed brand awareness and composed online content.
- Delivered social media monitoring and effectiveness reports.
- Created, monitored and managed e-mail marketing campaigns.
- Re-branded, built, launched and managed new website.
- Developed and executed social media, editorial calendar, SEO and paid search strategy.

## CommRadio

2006 — 2007

### Host and Producer

- Became the lead reporter on the Middle East news beat.
- Related international issues to occurrences in the local community.

- Anchored and co-produced a weekly ten-minute newscast.
- Researched and prepared news stories and public affairs programs for weekly broadcasts.
- Obtained needed information from a number of sources, including personal interviews, news briefings, question-and-answer periods during meetings with government officials, and reported from wire services.
- Wrote and produced short-form content and radio spots.
- Drafted and distributed weekly production schedule to upper management and production staff.

## The Collegian

2005 — 2006

Senior Reporter and Lead Editor

- Met demanding deadlines in a fast-paced environment.
- Developed and produced front page articles.
- Reported on complex issues in an interpretable and comprehensible format
- Conducted interviews in person and by telephone.
- Attended press launches and public meetings to gather diverse information.
- Assisted and guided a team of new reporters in their training process.

## Education

---

MA in Middle East and Islamic Studies

2013 — 2015

University of Exeter

MA in Liberal Studies with focus in  
Creative Writing, Cultural Studies and  
Globalization Studies

2010 — 2012

Dartmouth College

BA in Journalism with Minor in Middle  
Eastern Studies

2004 — 2008

Pennsylvania State University

Online Certificate in Fashion Industry

2017 — Present

Parsons x Teen Vogue

Semester Abroad in Human Rights and  
Migration

2011 — 2011

The Graduate Institute

Semester Abroad in Contemporary Middle  
East History and Human Rights

2011 — 2011

University of Oxford

Online Certificate in TESOL

2009 — 2010

University of Iowa

Semester Abroad in Arabic and Gender  
Studies

2008 — 2008

University of Jordan

## References

---

References available upon request.

