

Guevara Mager

Profession

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As a Content Manager at AJ+, Ana Alaraby, I am responsible for overseeing the production and distribution of high-quality digital content on various topics and platforms, such as social media, websites, blogs, podcasts, and newsletters. I have been working in this role since October 2022, and I have successfully increased the audience reach, engagement, and retention of our content by applying my skills and expertise in digital content creation, creative writing, web content writing, political and economic analysis, and copywriting.

I am also a Creator at Cairo Media School, where I teach and mentor aspiring journalists and content creators on how to develop and deliver compelling stories and messages for different media outlets and audiences. I have been working in this role since September 2017, and I have helped hundreds of students and professionals improve their skills and confidence in journalism and content creation. Additionally, I am pursuing a Master of Laws degree in International Law and Legal Studies at Alexandria University, which enhances my knowledge and understanding of the global and regional issues and trends that affect our media industry and society.



Skills

- ◆ Consistent brand messaging
- ◆ News writing
- ◆ Proofreading
- ◆ Editing skills
- ◆ Editing proficiency
- ◆ Self-publishing experience
- ◆ Unique content creation
- ◆ Editing and review
- ◆ Creative Writing
- ◆ Content Marketing
- ◆ Concept Development
- ◆ Peer content editing
- ◆ Social media proficiency
- ◆ Creative capabilities
- ◆ Visual storytelling

- ◆ Multimedia writing
- ◆ Multimedia integration
- ◆ Keyword optimization
- ◆ Audience Analysis
- ◆ Strong Research Abilities
- ◆ SEO knowledge
- ◆ Idea Brainstorming
- ◆ Critical Thinking
- ◆ Article Writing
- ◆ Copywriting
- ◆ Content Creation
- ◆ Adaptability
- ◆ Team Building and Leadership
- ◆ Excellent Communication
- ◆ Social Media Content Writing
- ◆ Investigative writing
- ◆ SEO Strategies
- ◆ Video Creation and Editing



Work History

◆ Feb 2022 -
Current

Content Writer

Alaraby Tv, Egypt (Remote)

- Increased brand visibility by consistently producing high-quality, SEO-optimized content.
- Optimized web pages for search engines using keyword research and on-page SEO techniques.
- Strengthened relationships with clients by providing exceptional customer service, delivering projects on time, and exceeding expectations in terms of quality.
- Planned executed and analyzed content campaigns with a focus on driving conversions, meeting KPIs, and improving overall ROI.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.
- Provided writing support in fast-paced environment for variety of public-facing materials.
- Researched and wrote news stories, articles and reviews for online publications.

Content Writer

AJ+ Al Jazeera Media Network, Digital

- Completed thorough research into assigned topics
- Provided writing support in fast-paced environment for variety of public-facing materials
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach
- Worked with teams of designers, editors and marketers to create content for client campaigns
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic
- Monitored competitor content to identify areas for improvement in client campaigns
- Developed content for press releases and newsletters to promote products and services
- Performed keyword research to optimize content for SEO
- Utilized feedback from clients and colleagues to improve content quality
- Repurposed and optimized existing content for use in different mediums
- Conducted interviews with subject matter experts to generate topics
- Collaborated with illustrators and photographers to enhance content
- Studied and commented on current news and trends
- Edited and proofread drafts of articles and other documents
- Consulted with editors to shape story and eliminate any errors
- Wrote fiction or nonfiction prose such as short stories, novels or biographies as well as advertising material for use in promoting sale of goods and services
- Researched and wrote news stories, articles and reviews for online publications
- Prepared and submitted professional proposals to select publishers to outline works, promotional skills.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.
- Researched and wrote news stories, articles and reviews for online publications.
- Composed original written material for various types of publications and submitted for approval by supervisor, editor or publisher.



Apr 2019 -
Current

Content Writer

Summary, John Elmasry, , Egypt (Remote)

- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.
- Provided writing support in fast-paced environment for variety of public-facing materials.
- Researched and wrote news stories, articles and reviews for online publications.
- Created content for websites and online publications.



Education



Sep 2012
undefined

Postgraduate: International Law

Alexandria University - Alexandria