


# REEM AOUIR

Journalist and Social Media Specialist

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Manchester, UK 

I am a highly motivated and self-driven Journalist and Social Media Producer with over 7 years of experience producing high-level content. My exceptional communication and interpersonal skills, combined with the ability to work independently or collaboratively, make me a valuable asset to any team. With a degree in Digital Media and Communication, my passion lies in producing entertaining media content focused on the Middle East.

## EDUCATION

### EDX Online Courses

- Global Media, War, and Technology
- Religion, Conflict and Peace
- Social Media: How Media Got Social

### MANCHESTER METROPOLITAN UNIVERSITY

- Digital Media and Communication

### MANCHESTER COLLEGE

- English Language & Literature
- Media & Film Studies
- Arabic Language & Literature

## SOCIAL PROGRAMMES

- Adobe  
(PHOTOSHOP, PREMIER & LIGHTROOM)
- Canva
- Social Media platforms  
(META STUDIO, AGORA, LATER)

## SKILLS

- Strong organisational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Ability to generate creative ideas and give a fresh perspective

## PROFESSIONAL EXPERIENCE

### Middle East Eye - Journalist/Social Media Producer (2024 - PRESENT)

In my current role as a Social Media Producer at Middle East Eye, I excel in managing and curating content across a diverse range of platforms including Facebook, Instagram, Twitter, Telegram, YouTube, and Threads. I leverage my expertise in utilising software such as Agora, Later, and Meta Studio to strategically schedule and optimise engaging posts for maximum impact and reach. I am actively involved in tweeting news articles, editorially checking and crafting visually appealing news cards for various platforms, meticulously reviewing videos before sharing, and conducting daily research to identify the top news stories for morning updates. Through my ongoing efforts, I consistently deliver compelling and timely content that resonates with our audience, contributing to the continued success of our social media presence.

### Noon Post - Journalist (2025 - PRESENT)

After the liberation of Syria, I joined Noon Post as a freelance writer covering political developments and social dynamics within the country. My work includes producing analysis pieces, opinion articles, and human-focused stories that explore evolving discussions on the ground. I contribute insights on regional shifts while highlighting underreported perspectives from Syrian society.

### Qatar Museums - Content Production Lead (2023 - 2025)

As a Social Media Producer at QM, I oversee social media content creation for four prominent museums: the National Museum, Islamic Museum, Modern Art Museum, and Sports Museum. In this role, I actively participate in brainstorming innovative content ideas tailored to each museum's unique offerings and target audience. I efficiently delegate scripting and editing tasks to dedicated teams for each museum, ensuring a smooth and strategic approach to content production. I manage a talented team of 20 individuals based in Tunisia, Rwanda, Egypt, the UK, Palestine, and Qatar. I ensure seamless coordination and communication across time zones, fostering a collaborative environment that drives creativity and efficiency. I also collaborate with camera operators to capture high-quality footage showcasing the museums' main exhibitions and events. Moreover, I thoroughly review and quality check all content before seeking final approval.



## **Al-ARABY TV - Social Media Content Producer (2023 - 2024)**

As a Social Content Team Manager at Alaraby TV, I was responsible for overseeing the creation of both static and video content for previously aired and newly launched programs. My role involved managing a team dedicated to producing engaging and high-quality content aimed at increasing audience engagement and promoting episode air times. I worked closely with producers and marketing teams to develop and implement strategic social media campaigns that highlighted key moments from each program, driving interest and maximising viewership.

A key part of my role involved reviewing scripts and identifying key moments from long episodes to craft concise and compelling social media stories, ensuring we captured audience interest without revealing too much of the episode. I worked closely with producers and marketing teams to develop strategic campaigns that effectively highlighted each program, driving viewership and enhancing the overall reach of our content.

## **Tanween Media - Social Media Content Producer (2022 - 2024)**

Tanween Media is an independent media platform, set up to supply unique content that connects Arab readers from around the world focusing on heritage, history, and authentic Arab culture. The platform focusses on multiple podcast series in English and Arabic.

As the Social Media Content Creator, I controlled the English pages by developing social media strategies, aiming to increase brand awareness and customer engagement. I also create captivating content for the organisation's social media sites, which includes translating from the Arabic page, writing new posts and multimedia content. Staying up to date with the latest social media trends and digital technologies. Developing monthly reports on the content statistics and analytics. Monitoring and responding to audience feedback, comments, and social media posts.

## **Aljazeera English - Assistant Producer (2020 - 2021)**

At Aljazeera English, I have joined the Refresh team in programmes to develop all films and programs that previously aired on Aljazeera English since the channel launch in 2006. As an Assistant Producer, I have replaced dated footage, updated facts/figures, checked grammar/spelling and crossed checked films within the TV and Aljazeera regulation rules. I have refreshed within the team more than 800 films and programs for top series like Witness, Aljazeera World, Aljazeera Correspondent, Rewind and many more. Working alongside six editors, I have gained more experience in multi-tasking and concentrating on 4 to 5 films all at once, context, visual and editing wise.

Working beside many departments like Archive, Media management, Executive producers, Managers have outlined the different work procedure and strategies for each film and programme strand. On regular basis I would feedback to the Programmes Director with an analysed report about the project and the team needs in certain circumstances. Under urgent requests and news outlines, I would also give support to editors by helping edit some of the films with the editing experience that I have gained over my study and career years.

## **BBC - Production Team Assistant (2018 - 2019)**

### **Content Assistant (2020 - 2021)**

As a Content Assistant at BBC, I developed digital resources for campaigns and new commissions, carrying out research, editing, transcription, and publishing tasks. I supported production teams across online and studio environments, contributing to filming, media editing, and content updates. My role also involved coordinating with internal and external partners and producing high-quality digital materials under tight deadlines.

As a Production Team Assistant, I worked across projects in Religious Studies, History, and Spanish, reviewing themes, scripts, and character development for short films and animations. I contributed to transcription, subtitling, and infographic design, while also producing social content through Photoshop and Premiere Pro. My responsibilities included monitoring audience feedback and transforming social news trends into clear, engaging visual formats.