

# CHADI ATWI

Lebanon | +961 3 074 053 | chadiatwi@gmail.com | Portfolio: behance.net/chadiatwi

## Digital Strategist & Communications Leader

### Professional Summary

A highly accomplished professional with a 26-year track record in digital media and communications, specializing in crafting effective content strategies, managing digital platforms, and leveraging data analytics. Proven expertise in leadership and both remote and on-site work environments, with a strong focus on social impact and humanitarian initiatives.

### Core Competencies

- **Media & Communications** :Content Strategy, Public Relations, Media Relations, Campaign Management.
- **Digital Marketing** :Social Media Marketing, SEO Optimization, Data Analysis, Generative AI for Content.
- **Creative Design** :Graphic Design (Illustrator, Photoshop, Canva), UI/UX Design, Motion Graphics, Photography, Videography.
- **Web Development** :HTML5, CSS3, JavaScript, WordPress, Joomla.
- **Team Leadership** :Mentorship & Leadership, Project Coordination, Event Planning.
- **Humanitarian Affairs** :Social Giving Campaigns, Relief Initiatives, Community Development.
- **Technical Support** :Hardware/Software Maintenance, Digital Archiving, IT Education.
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### Work Experience

#### Communications & Digital Media Specialist

- *Irtiqaa Way Radio | Tripoli – Lebanon*
- (On-site) | January 2022 - Present
  - Leveraged advanced design and editing software to create compelling visual and audio content.
  - Developed innovative graphic designs that enhanced brand identity and increased engagement across digital platforms.
  - Managed content creation for various digital marketing campaigns, resulting in increased brand visibility.
  - Produced high-quality motion graphics and videos that effectively communicated key messages and boosted social media reach.

## **Head of the Media & E-Marketing Department**

- *The Australian Muslim Project - amp | Sydney – Australia*
- (Remote) | January 2024 to March 2025
  - Spearheaded innovative communication strategies to enhance brand visibility and audience engagement.
  - Developed and executed compelling content across various digital platforms, resulting in increased interaction and follower growth.
  - Utilized analytics tools to measure campaign effectiveness, driving data-informed decisions to optimize outreach efforts.

## **Visual Identity Innovator & Video Editor**

- *Suadaa Association for Humanitarian Work and Development | AlFarawaniyah – Kuwait*
- (Remote) | September 2023 to August 2024
  - Developed comprehensive visual identities, enhancing brand recognition and engagement.
  - Executed high-quality video editing projects, resulting in increased viewer retention and brand storytelling.
  - Designed eye-catching social media graphics, boosting audience interaction and brand visibility.

## **Humanitarian & Media Programs Manager**

- *Waqf Al Montada Al Islamy | Tripoli – Lebanon*
- (On-site) | May 2019-May 2021
  - Led relief teams and managed humanitarian initiatives.
  - Oversaw media operations and communications, including designing campaigns and managing content.
  - Founded the Universal Digital University (ULU Education), a key initiative.

## **Former Headmaster & Lead IT/Graphic Design Educator**

- *Al Amine Institute | Tripoli – Lebanon*
- (On-site) | June 2017 to September 2023
  - Developed and executed a comprehensive digital content strategy.
  - Implemented SEO best practices, resulting in improved search engine rankings.
  - Utilized social media management techniques to foster community engagement.

## **Marketing & Web Development Specialist**

- *A-one Group - Services & Solutions | Istanbul – Turkey*
- (On-site) | January 2015 to January 2017
  - Orchestrated international conferences, enhancing engagement through effective communication.

- Developed and implemented creative marketing strategies to promote events.

## **Executive Secretary: Conference Management**

- *Global Anti-Aggression Campaign | Doha – Qatar*
- (On-site) | January 2006 to February 2016
  - Developed and crafted engaging press releases and digital content.
  - Managed social media channels, curating content that boosted follower engagement.

## **Archivist & Technical Support**

- *Al Maktab Al Islami for Publishing and Printing | Beirut – Lebanon*
- (On-site) | October 1998 to January 2006
  - Spearheaded the organization of digital archives, enhancing accessibility.
  - Developed streamlined indexing systems that improved content retrieval speed.

## **Education**

- Bachelor's degree, Graphic Design and Communication, Jinan University, June 2024.
- Bachelor's degree, Computer Science, Jinan University, 2021 - Present.
- High school or equivalent, Economics and Sociology, Ministry of Education and Higher Education, Tripoli - July 2021.
- High school or equivalent, Life Sciences, "Tariiq El-Jdeedeh" Official High School, Beirut - July 1997.

## **Training and Certifications**

- Diploma in Humanitarian Organization Management.
- Adobe (Certificate).
- Online Teaching (Certificate).
- Data Science & Machine Learning Basics (Certificate).
- Digital Marketing & SEO (Certificate).
- Hardware & Software - Computer Maintenance.

## **Languages**

- Arabic: Native Speaker
- English: Expert
- French: Intermediate

## **Key Projects**

- **A1 Media Network** : Founded and managed a digital media network.
- **Thaghr**: An initiative focused on addressing the gap in Arabic-speaking content.