

PERSONAL INFORMATION Tasneem Issa Haniya

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EDUCATION

20/09/2014–19/02/2019	Scholarship and Improvement Program Al-Fahkoora Dynamic Future Scholarship and Improvement Program, funded by United Nations Development Program "UNDP"
21/09/2014–21/07/2018	English Literature (Grade 93.83%) Islamic University of Gaza (IUG)
21/09/2018–Present	Educational Diploma Islamic University of Gaza (IUG)
01/09/2013–01/07/2014	Secondary School Tawjehi (Grade 98.8%, Scientific Section) Bashir Al Rayes Secondary School
06/12/2009–01/12/2011	English Access Micro scholarship Program U.S Consulate General Jerusalem

WORK EXPERIENCE

01/10/2021–NOW	Content Manager at Lucidya - Creating content plans that are consistent with the company's brand. - Creating consistent, meaningful content on all social media platforms and on website. - Using analytical tools such as Google Analytics, Hootsuite Pro, and SEMrush to monitor and evaluate the company's social media and web presence and performance. - Making suggestions for how to improve the content marketing plan for the best results. - Keeping up with the latest trends and best practices. - Taking on additional responsibilities as needed.
08/10/2019	Social Media Specialist at SEED Organization
1/10/2019-1/10/2021	Content Manager at Smarteletec Company (Eng. Mohammed Zaqout) - Developing content strategy aligned with short-term and long-term marketing targets. - Writing, translating, editing, proofreading and publishing content across different platforms, including website and social media. - Managing content team consisting of writers, graphic designers, and videographers, etc.-Optimizing content according to SEO.

- Providing editorial, creative and technical support to team members.
- Brainstorming with team members to develop new ideas.
- Tracking web analytics to ascertain content engagement levels.
- Trying to reach online audience via different types of backlinks and public relations techniques.

01/06/2019–20/09/2019

Project Coordinator at Palestine's Information and Communications Technology Incubator (PCTI)

(Eng. Abdullah Altahrawi)

- Project Coordinator of TechLance 4 Program

06/10/2018–31/05/2019

Outreach Officer at Palestine's Information and Communications Technology Incubator (PCTI)

Coordinator of Connect Gaza Initiative

- Facilitator and Representative of PCTI in Foreign and International Meetings
- Translating and Writing articles and reports.
- Writing monthly newsletter.
- Blog Writing Developer
- Social Media Content Management
- Events Management including (ceremonies, workshops, etc.)
- Public Relations

04/12/2018–01/05/2019

Translator

Tamkeen Institution

01/03/2018–Present

Translator and Content Writer (Freelancer)

- Translating the content of a toolkit titled "Your Resilience & Wellbeing Toolkit" in coordination with Save Youth Future Society for AlFakhoora Program.
- Developing the content of scripts for UNDP's Colour of Innovation Podcast as the Palestinian Correspondent.
- In coordination with Save Youth Future Society for AlFakhoora Program: Writing, Translating and developing the content of the Book titled "Strength Within"
- Writing several project proposals for UNDP projects
- Translating and Subtitling videos for HQ Media Company and for Alaf Media Company.
- Writing Different Articles and Success Stories in Different Freelance Platforms.

08/10/2018–06/02/2019

English Conversation Trainer

(at Reyada Center for Training and Development)

-Responsible of the English Zone and the Conversation Courses

Achievements and Voluntary Work

- The English and Arabic facilitator of the launching of a project implemented by ACTED and its partner MAAN with the support of the Agence Française de Development (AFD)
- A journalist and an activist at Althorayya for Communication and Media (2018)
- A facilitator in the virtual sessions and meetings within Al-Fahkoora Program with different foreign universities, for example, Pennsylvania State University Penn State in the United State (2018)
- A representative and speaker in the collaboration project between the English Department at IUG and Carroll College in the United States (2018)
- A volunteer in an initiative called Give Me Sunshine and carried out by Al-Fahkoora in cooperation with Eadad center for Development, Training, and Consultancy (2017)
- A volunteer in the community service of reopening the Hakoura Park in Deir Al-Balah with the DDD team (2017)
- A participant in an initiative called HeroicArabsApp and carried by AL Nayzak institution (2016)
- A member of the executive team in the initiative # Mana_23 carried out by Arab Youth Climate Movement – Palestine "AYCM", in cooperation with the Municipality of Gaza. (2016)
- One of the participants in coloring and painting the (SOS) Children's Village within Al-Fahkoora Dynamic Future Scholarship (2015)

PROFESSIONAL COURSES

- Proposal Writing and Project Management at Edad for Development, Training and Consultancy (ED) (2019)
- Marketing and Public Relations at Education for Employment EFE (2019)
- Freelancing Skills - Translation Jobs Training at Vision Plus (2018)
- The Art of Translation training funded by the Palestinian Ministry of Culture (2018)

- Advanced level 11 in the Community Service & Continuing Education Deanship (CSCED) (2018)
- An introductory course for the ILETS exam in the Turkish Ottoman Cultural Center (2018)
- The training program introducing for community initiatives AL Nayzak institution. (2016)
- Course in advocacy "7 Survival Skills" under the supervision of the Save Youth Future Society "SYFS" (2015)
- Debate, Dialogue, Discussion course funded by the US Department of State and the US Consulate General in Jerusalem and implemented by NAWA for Culture and Arts Association (2017)
- The training program introducing for community initiatives AL Nayzak institution (2016)
- Won the first place in the first grammar contest in the IUG.(2015)
- Conversation and Writing 2. AMIDEAST Center (2012)

PERSONAL SKILLS

Mother tongue

Arabic

Foreign language

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
C1	C1	C1	C1	C1

English

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

Communication skills

- Good communication skills acquired through my pursuit of career and through the training regarding "7 Survival Skills", Debate, Dialogue, Discussion course funded by the US Department of State and the US Consulate General in Jerusalem, and virtual and outsourcing meetings.
- Leadership, dialogue, facilitation, community change, marketing and promotion skills are obtained through intensive trainings implemented by Al - Nayzak Foundation.
- The fundamental skills and qualities of civic leadership via Edad for Development, Training and Consultancy (ED)