

AHMED GHANAM

Marketing & Communications Officer | Program Communications | Digital Outreach | Stakeholder Coordination
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PROFESSIONAL PROFILE

Bilingual Arabic-English communications professional with 10+ years of experience across humanitarian communications, digital publishing, stakeholder reporting, content operations, audience engagement, and newsroom leadership. Experienced in developing outreach content, managing web, social, and newsletter channels, coordinating multilingual publishing workflows, and translating complex institutional information into clear public-facing communication. Strong fit for program communications roles requiring marketing materials, digital platforms, stakeholder follow-up, documentation, performance reporting, and high-quality delivery across multi-stakeholder environments.

SELECTED IMPACT

- Grew ICRC Al-Insani Blog performance during Jul-Dec 2025 to 48,311 views, 31,622 sessions, and 27,837 total users, achieving +23.9% views, +6.2% sessions, and +13.0% users versus the previous comparable period.
- Improved ICRC Al-Insani Blog engagement quality by increasing average session duration by 12.5% to 2:34 and views per session by 16.7% to 1.53 during Jul-Dec 2025.
- Optimized ICRC newsletter segmentation and cadence to reach 36% peak open rate, 2.55% click-through rate, and approximately 98% delivery rate.
- Delivered 1.5M pageviews and 309K Google Discover clicks for Dostor.org in one month by standardizing SEO and editorial quality practices.
- Reached 31.5M users and 10.4M engagements through research-driven social media remediation, audience segmentation, and content optimization.

CORE SKILLS

Communications & Outreach: Arabic-English Communications, Outreach Content, Communications Materials, Stakeholder Follow-Up, Internal Communications, External Communications, Institutional Messaging

Marketing & Digital Platforms: Digital Campaigns, Social Media Strategy, Newsletter Operations, Audience Segmentation, Content Calendars, Brand Messaging, Campaign Optimization

Program & Operations Support: Workflow Coordination, Scheduling, Documentation, Cross-Functional Planning, Training Coordination, Process Improvement

Analytics & Reporting: Google Analytics 4, Google Search Console, Performance Dashboards, Stakeholder Reports, Newsletter Metrics, Audience Insights

CMS & Content Governance: WordPress, Drupal, Metadata Hygiene, SEO Validation, Accessibility Checks, Editorial Standards, Quality Assurance

Tools: WordPress, Drupal, Google Analytics 4, Google Search Console, Mailchimp, HubSpot, Microsoft Teams, SharePoint, Microsoft Office, Canva, Adobe InDesign, Adobe Acrobat, Datawrapper, Flourish

PROFESSIONAL EXPERIENCE

EXECUTIVE EDITOR

Jan 2026 - Present

Al-Dustour Newspaper, Giza, Egypt

- Coordinate daily editorial planning, publishing workflows, and quality controls across digital content operations, ensuring consistent messaging, timely delivery, and brand-aligned output.
- Oversee cross-desk communication between editorial, design, social, and production teams to maintain publishing schedules and reduce follow-up friction under deadline pressure.
- Support audience-focused content planning using performance signals, editorial priorities, and platform requirements to improve content relevance and execution quality.

REGIONAL COMMUNICATIONS OFFICER

Jun 2025 - Dec 2025

International Committee of the Red Cross (ICRC), Cairo, Egypt

- Coordinated Arabic-English external communications across web, social, and newsletter channels to maintain consistent institutional messaging and support ICRC regional public engagement.
- Optimized ICRC Al-Insani Blog content operations during Jul-Dec 2025, delivering 48,311 views, 31,622 sessions, and 27,837 total users, with +23.9% views, +6.2% sessions, and +13.0% users versus the previous comparable period.
- Improved audience engagement across ICRC Al-Insani Blog by increasing average session duration by 12.5% to 2:34 and views per session by 16.7% to 1.53 through content planning, publishing optimization, and performance monitoring.
- Executed Mailchimp newsletter operations with approximately 98% delivery rate, improving segmentation and cadence to reach 36% peak open rate and 2.55% click-through rate.
- Enforced CMS governance, metadata hygiene, accessibility checks, and editorial standards across WordPress and Drupal to improve publishing quality and reduce avoidable rework.
- Analyzed Google Analytics and Search Console performance data to produce stakeholder-ready reports covering 48,311 views, 31,622 sessions, 27,837 users, 1.53 views per session, 49.48% bounce rate, and 17,236 organic search sessions.
- Coordinated multilingual publishing calendars, compliance reviews, SEO validation, and quality assurance workflows to align communications output across digital platforms and internal review requirements.

PROFESSIONAL EXPERIENCE CONTINUED

EXECUTIVE EDITOR

Jan 2024 - May 2025

Al-Dustour Newspaper, Giza, Egypt

- Developed SEO and editorial guidelines that generated 1.5M pageviews and 309K Google Discover clicks within the first month by standardizing publishing practices and newsroom adoption.
- Trained and mentored 100+ journalists on SEO, editorial quality, and performance feedback, strengthening newsroom capability and adoption of digital content standards.
- Built performance dashboards to provide real-time feedback on content quality, search visibility, and audience performance across editorial teams.
- Coordinated editorial slate planning across desks to maintain consistent brand voice, publishing priorities, and timely execution across high-volume content operations.
- Supervised staff and freelance contributors through quality-control frameworks that standardized editorial output and improved consistency across publications.

MANAGING EDITOR

Jan 2020 - Dec 2023

Al-Dustour Newspaper, Giza, Egypt

- Directed approximately 200 journalists across 15 editorial sections, implementing copy-flow quality assurance protocols and escalation procedures to improve compliance and publishing consistency.
- Increased search traffic by 30.35%, reaching 25% of total readership by end-2020 through strategic content planning, SEO optimization, and newsroom performance monitoring.
- Commissioned and launched climate long-form content during COP27, achieving 1.15M reads through targeted planning, audience-focused packaging, and sustained cross-platform promotion.
- Managed contributor intake, desk integration, and editorial relationship-building to maintain quality standards and continuity across a large multi-section newsroom.
- Coordinated editorial priorities, production workflows, and quality reviews under deadline pressure to support high-volume daily publishing.

SOCIAL MEDIA MANAGER - PROJECT

Apr 2022 - Jul 2022

Al-Dustour Newspaper, Giza, Egypt

- Executed a research-driven social media strategy that reached 31.5M users and generated 10.4M engagements through platform remediation, audience segmentation, and content optimization.
- Expanded audience acquisition across Telegram and Answer Engine Optimization (AEO), adding approximately 500K monthly visits through channel diversification and targeted distribution.
- Analyzed engagement trends and platform performance to refine content formats, posting priorities, and audience growth tactics.

EDITORIAL ASSISTANT

Oct 2017 - Dec 2019

Al-Dustour Newspaper, Cairo, Egypt

- Coordinated editing and design workflows across four publications, streamlining approval processes and reducing publication delays.
- Maintained follow-up across editorial and design teams to ensure content readiness, layout quality, and on-time publishing under recurring deadlines.

ADDITIONAL EXPERIENCE

Freelance Editor - AlWeeam News, Remote | Dec 2018 - Jan 2020

Freelance Journalist - ElTahalof Magazine, Giza, Egypt | Mar 2016 - Apr 2017

Copy Editor - Al-Dustour Newspaper, Cairo, Egypt | Jan 2014 - Sep 2017

Reporter - Mahalla Post, Gharbia, Egypt | Mar 2013 - Dec 2013

EDUCATION

MBA, Merit - The Open University

2026

Communication Diploma, Very Good - Mansoura University, Egypt

Bachelor of Classics - Mansoura University, Egypt

CERTIFICATIONS & TRAINING

- BSAFE - UNDSS | Sep 2025
- Public Relations Foundations - LinkedIn Learning | Sep 2025
- Creating a Communications Strategy - LinkedIn Learning | Sep 2025
- Crisis Communication - LinkedIn Learning | Sep 2025
- International Humanitarian Law Training for Journalists - ICRC | Feb 2025
- Google Project Management: Professional Certificate - Google Career Certificates | Jul 2023
- Career Essentials in Generative AI - Microsoft and LinkedIn | Aug 2023
- Reporting on Climate Change - International Center for Journalists | Sep 2022
- Advanced Digital Marketing Nanodegree - Udacity | Mar 2021
- Advanced Google Analytics - LinkedIn Learning | Feb 2020

LANGUAGES

Arabic: Native | English: Professional working proficiency / UN Level III