

# SHROUK ABDELMOGHITH

## PROFESSIONAL SUMMARY

Professional with experience across publishing relations, social work, and communication, with roles ranging from Publishers Relations Executive to translator and Copy Writer, spanning multiple countries, including the U.A.E., Germany and Greece.

Proficient in recognizing individuals in need, devising strategic plans for their welfare, and directing them to pivotal community resources; possesses an innate ability to operate efficiently across diverse public and private settings.

Good Level in German, fluent in Arabic and English, with a history of serving as a key translator in medical settings and participating and supervising educational programs to bridge cultural gaps.

Familiar with community engagement, volunteerism, and problem-solving, complemented by skills in writing, and data management.

Volunteered at the Red Cross in Athens, enriched perspective on community service and humanitarian aid.

Skilled in leading book fair initiatives, coordinating seminars, and spearheading events, bolstered by strong organizational and time management skills.

Global Exposure:

Possess international experience spanning the U.A.E., Germany, Greece and Egypt.

Demonstrating adaptability, cultural sensitivity, and the ability to thrive in diverse.

## WORK HISTORY

**Public relations executive, 01/2023 - Current**  
**Emirates Publishers Association, Sharjah, UAE**

- Conducted public presentations and prepared materials.
- Attended cultural, social and other functions to promote organisation.
- Manage over 25 to 40 calls per day to analyse feedbacks and Recommendations of Publishers.
- Participated in planning robust PR strategies to manage brand reputation.
- Partnered with advertising teams to develop branded messaging.
- Established relationship with media, organised press conferences and worked closely with news teams.
- Commissioned public opinion research, analysed findings and used insight to inform promotional campaign strategy.
- Helped create messaging for fundraising events.

 Sharjah, UAE 0000

 +971555378190

 shroukshrouk2k@gmail.com

 <https://www.linkedin.com/in/shrouk-abdelmoghith-18>

## WEBSITES, PORTFOLIOS, PROFILES

- LinkedIn URL:  
<https://www.linkedin.com/in/shrouk-abdelmoghith-189059247>

## SKILLS

Community Engagement  
Volunteerism  
Writing and Communication  
Multilingual Skills  
Organizational Skills  
Event Planning  
Social Skills  
Problem Solving  
Data Management  
Cultural Awareness  
Teamwork  
Script Writing  
Time Management

### **Free lance Script writer , 07/2023 - Current**

**MBC group, Dubai, UAE**

- Fact-checked information with subject matter experts to produce accurate, reliable scripts.
- Completed scripts to strict deadlines, meeting project objectives and limiting delays.
- Edited projects in each stage to improve writing, eliminate errors, and identify areas of improvement.
- Brainstormed creative ideas and partnered with editors or other stakeholders to expand upon ideas.
- Created believable, interesting characters with clear, distinctive voices.
- Worked under direction of project managers to create professional works following precise specifications.
- Devised robust characterisations for fictional works based on relatable archetypes.
- Created realistic dialogues to evoke specific emotions or represent different peoples.
- Worked with writers to establish essential character traits, bringing to life authors' creative visions.
- Recorded feedback discussed in writers' meetings and adapted scripts to meet changing format requirements.

### **Volunteer Social Worker and Translator, 07/2018 - 03/2019**

**Red Cross, Athens, Greece**

- Built positive, productive client relationships for enhanced social support.
- Collaborated with other professionals in health and social care to coordinate holistic support.
- Promoted independence and positive wellbeing when working with vulnerable women and children.
- Supervised children within inner and outer Activities.
- Supported integration of children back into community life to maximise successful transition rate.

### **Copy writer, 05/2015 - 09/2015**

**MBC Group, Dubai, UAE**

- Developed targeted advice for decision-makers on how best to reach target Audiences .
- Brainstormed ideas with writers and stakeholders to maximise project potential.
- Adapted entertaining Drama scripts for Arab Audiences.

### **Editor, 06/2012 - 02/2013**

**Eradah News , Cairo, Egypt**

- Fact-checked content to prevent publication of false information.
- Identified weak or non-compliant content and recommended improved wording.
- Revised awkward phrasing to improve readability.

### **Social worker, 01/2011 - 12/2014**

**Al Ghawtiah Al Mohamadia Social Organization, Cairo, Egypt**

- Organized and supported some programs for single moms and and bread winner women

- Supervised some educational programmes for kids in need.
- Attended regular training and supervision workshops for improved service user support.
- Built positive, productive client relationships for enhanced social support.

## EDUCATION

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**Bachelor of Arts, Social Studies , 2004 - 09/2008**

Cairo University - Cairo/ Egypt

**B2 German Language, Language, 2022**

Casa Language School - Bremen / Germany

## LANGUAGES

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**Arabic**

Native

**English**

Upper intermediate

**German**

Upper intermediate