

Ibrahim Abouelseoud Maamon

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Professional Summary

Editorial lead, strategic content professional and UAE certified translator with 15+ years of experience across internal and external government communications, journalism, digital-service content and media intelligence. Combines proven newsroom judgement with the ability to transform complex information into compelling narratives that connect diverse audiences and drive meaningful engagement across large-scale organisations and UAE government entities.

Profile at a glance:

- Well-versed in strategic government communications and leadership narratives, transforming complex priorities into clear, credible and audience-focused content.
- Strong subject-matter exposure to investment, AI and autonomous systems, with experience covering Mubadala, investment funds, government and semi-government entities, smart mobility and advanced technologies.
- Proven ability to shape corporate and internal communications, turning complex ideas into insightful leadership messages, institutional announcements, campaigns, all-staff meetings, employee-recognition and international observances.
- Extensive economic and investment journalism background, covering Euromoney Egypt, AmCham, the European Investment Bank, World Bank, IMF meetings, binational business associations, and regional and global economic developments.
- Experienced in end-to-end digital-content development and quality assurance for TAMM, spanning user journeys, conversational content, microcopy, CRM communications and government-entity workshops.
- Broad cross-sector editorial experience across media intelligence, broadcast journalism, real estate, technical translation and audiovisual localisation in Egyptian, Bahraini, Saudi and wider Gulf markets.

Selected Professional Contributions

- **Abu Dhabi Media Office:** Year of Community programmes, governmental websites, strategic guidelines, leadership profiles directory, Abu Dhabi Autonomous Week 2025, autonomous-systems initiatives and Abu Dhabi Brand Guidelines.
- **Statistics Centre – Abu Dhabi:** External and internal corporate communications supporting Abu Dhabi Census 2023, the Bayaan application, Insights and Foresights Platform 2.0, GITEX 2023 and 2024, Abu Dhabi Statistical Stakeholders Forum, Internal Josour magazine, all-staff meetings and employee-recognition initiatives.
- **TAMM platform:** Digital content and editorial quality assurance for TAMM 1.0 and 2.0, the TAMM Virtual Assistant, CRM features, user journeys, microcopy, FAQs, notifications, email communications and government-entity workshops.
- **Middle East News Agency:** Economic journalism covering Euromoney Egypt, AmCham, the European Investment Bank, World Bank and IMF meetings, binational business associations, investment funds and analytical opinion articles.
- **CARMA:** Media intelligence across the Bahraini and Saudi markets, covering the Bahraini Ministry of Information and leadership, Mobily, STC and other high-profile organisations and figures.
- **Dar Al-Handasah – Kuwait Municipality:** Technical translation and editorial support for the Kuwait 2040 Master Plan.

Career History

Abu Dhabi Media Office | Senior Editing Specialist

Nov 2024 – Present

Abu Dhabi, UAE | Strategic Communications

- Lead the drafting, editing and bilingual adaptation of strategic content across leadership messages, press releases, official announcements, social media, video scripts, websites and multimedia assets.
- Translate complex government, investment, economic and technical information into clear, concise narratives tailored to public, media and stakeholder audiences.
- Provide senior editorial review and quality assurance for content developed by internal teams, government entities and external stakeholders, strengthening clarity, accuracy and message discipline.
- Research and verify facts, figures, official titles, terminology and contextual references to ensure all content meets institutional and editorial standards.
- Managed editorial coverage for Abu Dhabi Autonomous Systems Week 2025, including its website and multi-format communications.
- Support leadership visits, government-entity websites, ADEO, SASC and ADAEP updates, three editions of the Khaled bin Mohamed bin Zayed Jiu-Jitsu Championship, manuals, policies and internal communications.
- Support content planning throughout the communications lifecycle, from initial announcement and live coverage to follow-up and wrap-up content.
- Develop and apply editorial standards, reference materials, manuals and content-governance tools, while supporting internal communications and team knowledge sharing

Statistics Centre – Abu Dhabi | Senior Content Editor

Jul 2023 – Nov 2024

Abu Dhabi, UAE | Corporate Communications

- Developed integrated corporate communications across press releases, social media, emailers, reports, publications, event materials and video scripts for external and internal audiences.
- Turned complex statistical findings into accessible public narratives while preserving the meaning, context and integrity of official data.
- Managed the editorial of three editions of corporate internal (Josour) magazine and developed content for all-staff meetings, recognition initiatives, internal events, international observances and institutional announcements.
- Planned and produced internal communications for leadership messages, organisational updates, employee engagements.
- Partnered with statisticians, data owners and corporate teams to validate figures, define key messages and tailor information to different stakeholder groups.
- Shaped executive scripts, event narratives and institutional storytelling for live events, internal videos and corporate publications.
- Managed editorial calendars, content workflows and approvals across teams, balancing planned campaigns with time-sensitive institutional requirements.

Abu Dhabi Digital Authority / TAMM | Senior Content Specialist

Jul 2021 – July 2023

Abu Dhabi, UAE | Xische & Co; IDC / Capgemini project assignments

- Managed end-to-end content development for TAMM 1.0 and TAMM 2.0 across customer, government-entity and administrator journeys.
- Contributed to drafting and developing content style guide, establishing editorial standards, brand-voice principles and content practices for a consistent user experience.
- Created UX content including microcopy, calls to action, FAQs, service descriptions, system and error messages, notifications, email communications and user guides.
- Structured and refined conversational flows for the TAMM virtual assistant, converting complex government services into clear and natural customer interactions.
- Supported CRM and lifecycle communications by defining clear messages for service updates, triggers, reminders and customer touchpoints.
- Analysed chatbot dump files and testing sessions to identify content gaps, improve response quality and inform content strategy.
- Collaborated with product, design, technology and government-entity stakeholders, and delivered workshops for Abu Dhabi government entities on the effective application of AI in content curation, brand-voice consistency and digital-content best practices.

- Drafted, edited, translated and published economic news, reports, interviews, press releases, official speeches, opinion articles, analytical features and background reports for a regional newswire.
- Tracked economic, investment, financial and political beats, identifying timely angles from policy announcements, market developments and institutional reports.
- Produced and edited analytical content covering economic policy, financial markets, investment developments and political affairs.
- Monitored web and social-media performance and provided editorial recommendations to improve content relevance, reach and audience engagement.

Concurrent and Earlier Assignments

CARMA | Senior Research Analyst

Mar 2013 – Aug 2017

Cairo, Egypt | Concurrent media-intelligence engagement

- Led an insights team producing daily media-monitoring, analysis and intelligence reports across the Bahraini and Saudi markets for government, corporate and high-profile stakeholders.
- Converted media findings into concise, actionable recommendations that helped stakeholders refine messaging, strengthen media positioning and inform communication planning.
- Maintained analytical consistency and reporting quality across high-volume, time-sensitive deliverables.

Selected Earlier Assignments | Translation, Editing & Dubbing

2009 – 2020

Egypt / Gulf region | Project-based and freelance

- Led the development of commercial and marketing content, translating real-estate market and property information into clear, practical guidance on investment opportunities through **Aqarmap**.
- Led the daily scripting workflow and managed an editorial team producing accurate, coherent news scripts covering political, economic and media developments across the Middle East, Gulf and North Africa through **DMC News Channel**.
- Provided technical translation and editorial support for the Kuwait 2040 Master Plan through **Dar Al-Handasah** for the **Kuwait Municipality**.
- Transcreated and Localised hundreds of documentary episodes, programmes and series associated with National Geographic, Discovery and Disney through **Masreya Media**.
- Contributed to the Arabic-English editorial development of **Bekheet's Collocations Dictionary**.
- Developed foundational experience across legal, technical, educational, business and commercial translation through **Transarabia**, **Smart Vision Company** and **Josour Translation Co**.

Professional Accreditation and Memberships

Sworn Translator: UAE Ministry of Justice | Licensed since March 2024**Professional Membership:** Egyptian Journalists Syndicate | Member since August 2018**International Professional Membership:** 1) Chartered Institute of Public Relations | MCIPR since July 2026

2) International Federation of Journalists | Member since August 2026

Education and Professional Development

Bachelor of Simultaneous Interpretation (Arabic-English)

Al-Azhar University, Cairo | 2011

Print Media Translation Career Certificate

The American University in Cairo | 2011

Legal Translation Career Certificate

The American University in Cairo | 2011

Economic Translation Career Certificate

The American University in Cairo | 2011

Foundation Certificate in Written Translation

The American University in Cairo | 2010

Graphics Diploma

Russian Culture Centre, Cairo | 2022

UAE Degree Equivalency

UAE Ministry of Education | 2023

Social Listening with Meltwater

Meltwater, Abu Dhabi | 2024

Media Monitoring with Meltwater

Meltwater, Abu Dhabi | 2024

Social Listening with Explore

Abu Dhabi, UAE - Online | 2024

Social Media Monitoring: Strategies and Skills

LinkedIn, Abu Dhabi | 2024

Digital Media Diploma

The American University in Cairo | 2026

Google AI Professional Certificate

Google, Online | 2026