

Rana Koueter

Damascus, Syria

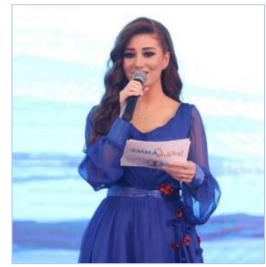
+963 938471231

rana.koueter48@gmail.com

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PROFESSIONAL SUMMARY

With over **+10 years** of expertise as a **TV presenter and editor**, I possess extensive experience of delivering top-notch **on-air content**, skillfully handling breaking and developing news stories. My abilities include **hosting programs, conducting interviews, reporting** on a diverse range of issues and events, and **engaging with audiences**. In addition, I have over **+4 years** of experience of **live presentations on social media platforms** and have adeptly managed multiple accounts for reputable marketing agencies.

As an accomplished professional, I am committed to leveraging my expertise and contributing to the success of growth-oriented businesses.

WORK EXPERIENCE

TV Presenter & Editor | Voice Over

2011 – 2023

Sama TV

Damascus, Syria

- Developing and broadcasting multimedia content geared towards a diverse online audience including families, women, youth, and other target groups. Including but not limited to: Sabah AlKheir, Ghazal Albanat, Mukhmal, Awafi, Ramadan Yajma'ana, etc.
- Presenting the evenings of Eid al-Fitr, Eid al-Adha, New Year, Christmas and other special occasions & events.
- Composing and producing TV reports, field/site reports, and other publications tailored to specific target audiences, while maintaining high standards of editorial quality.
- Conducting thorough research to support the development of preparing compelling and informative content. Staying up-to-date with current events, conducting interviews, and creating engaging scripts.
- Exercising sound editorial judgment and maintaining a keen awareness of ethical and political considerations in the content creation process.
- Performing clear, concise, and effective communication/interaction with the audience using a formal tone that conveys professionalism and competence. Solving any on-air problems in a calm & positive manner.
- Collaborating with the production team including producers, directors, and other crew members to create a cohesive and entertaining show.

Voice Over

2013 – Present

Freelance/self-employed

Social Media Accounts Manager

July, 2020 – August, 2021

Marketing Avenues Agency

Damascus, Syria

- Established and maintained communication with clients to effectively manage their social media presence while following innovative and creative approaches to effectively communicate with the target audience.
- Developed and implemented strategic monthly plans to foster growth and engagement on clients' social media platforms & increase their reach by 80 – 90% of the target audience.

Media Trainer

September, 2018 – September, 2019

The International Center for Training and Media Skills Development

Damascus, Syria

Developed and delivered training programs to individuals & groups in the media industry in the following areas:

- **How to Cultivate & Develop Presenting & Reporting Skills:** such as communication, networking, and negotiation skills to effectively represent the organization you are working with as a spokesperson.
- **How to Build & Show Confidence and Proficiency:** in conducting interviews with reporters/famous individuals/social media influencers, across various media platforms, including television, radio, digital media, and news stations.
- **How to Possess Excellent On-air Presentation Skills:** by focusing on how to have a deep understanding of key issues and trends relevant to the organization and articulating relevant perspectives with clarity and nuance.

Public Relations (PR) Manager

October, 2018 – November, 2019

Gravity Levant Communication Agency

Damascus, Syria

- Served as a trusted advisor to clients, providing high-level strategic counsel and valuable insights to support their growth and success.
- Fostered positive public relations by developing comprehensive PR strategies and cultivating strong relationships with key media outlets, editors, and influencers on behalf of Gravity.
- Managed media activities, PR events, and social media accounts to effectively represent our clients and contributed written content and creative assets for PR and social media campaigns.
- Oversaw budget monitoring, revenue forecasting, and planning to ensure optimal profitability. Managed client budgets and negotiated fees to ensure proper levels of profitability.

VOLUNTEERING CONTRIBUTIONS

Volunteer (Presentation Evaluator)

2021 – Present

DDISC

DDISC is a team that provides free educational, development, and career readiness programs.

- Contributing to assessing student presentations at the conclusion of training courses.

Volunteer (Events Organizer & Presenter)

2018 – 2020

Sabro Team

- Organized and hosted Christmas tree ceremonies, featuring performances by guest artists, including Abeer Nehme.

Volunteer (Events Organizer & Presenter)

2019

Aataa Team

- Coordinated and facilitated an awareness event supporting children with Down syndrome.

EDUCATION

Bachelor's Degree of Media

2017 – 2021

Damascus University,

Damascus, Syria

SKILLS & KEY QUALIFICATION

- ✓ **Excellent Communication Skills:** Conveying information effectively through verbal and written means.
- ✓ **Exceptional Teamwork Ability:** Collaborating with others to achieve shared goals and fostering a positive environment.
- ✓ **Leadership:** Inspiring and motivating others and making effective decisions to achieve objectives.

- ✓ **Problem-solving & Negotiation:** Analyzing problems and situations, evaluating solutions, and implementing effective strategies.
- ✓ **Creative Writing:** write scripts & reports creatively and effectively to communicate ideas and stories.
- ✓ **Marketing:** Developing and executing marketing plans using various channels and analyzing results.
- ✓ **Social Media Management:** Managing social media accounts, creating content, engaging followers, and optimizing performance.

LANGUAGES

Arabic: Mother tongue

English: Proficient.

French: Basic