

AAED MOHAMMED TAWFIQ AL-HALABI

JOURNALIST · EDITORIAL LEADER · CONTENT STRATEGIST · DIGITAL PLATFORM FOUNDER & DIRECTOR

aaedhalabi2014@gmail.com | WhatsApp: +972 598502402 | Gaza, Palestine

bookchoco.com | linkedin.com/in/aaedhalabi

PROFESSIONAL SUMMARY

Accomplished journalist, editorial leader, and content strategist with over 7 years of experience in digital journalism, editorial management, creative and marketing content production, and end-to-end media operations. Founder and General Manager of BOOKCHOCO — the first comprehensive Arabic gateway dedicated to the content-creation industry — which I conceived, built, and run in full: editorial direction, platform development, content operations, audiovisual production, partnerships, and live events. Proven record of producing high-impact articles and reports that have generated hundreds of thousands of reads across major outlets, and of turning a single idea into a licensed regional media company. Skilled in SEO-driven content, public relations, media project management, and the professional application of artificial intelligence across text generation, prompt engineering, AI-assisted website building, visual ideation, and image creation.

FLAGSHIP ROLE — FOUNDER, GENERAL MANAGER & EDITOR-IN-CHIEF

Founder & General Manager — BOOKCHOCO Digital Platform | Editor-in-Chief — bookchoco.com
2021 – Present

BOOKCHOCO (licensed via SHAMS Media City Free Zone, Sharjah, UAE)

Founded and single-handedly directed BOOKCHOCO, the first Arabic platform of its kind positioned as the comprehensive gateway for the content-creation industry. I own the platform end to end — strategy, editorial line, technology, production, partnerships, and operations — and have grown it from concept into a recognized regional media brand and a licensed company.

- **Full ownership of the editorial operation** — personally run and oversee every editorial section of bookchoco.com: industry news, exclusive statements and interviews, articles, opportunities, events, courses, podcasts, and the creators' and companies' directories — setting the editorial standards, sourcing, and publishing workflow across all sections.
- **Original exclusive journalism** — secure and publish exclusive statements from industry figures and institutions (e.g. coverage tied to the Dubai Press Club and major regional creator events), positioning BOOKCHOCO as a credible primary source rather than an aggregator.
- **Audiovisual production leadership** — directed and managed the production of dozens of visual and video works — both for the platform's own series and for clients commissioned through the platform — overseeing concept, scripting, filming, editing, and publishing pipelines.
- **Built a multi-section product** — developed the platform's core sections and tools, including a creators' directory, a companies' directory, a learning/courses hub, and a creative-writing tool, serving the Arabic creator economy in one destination.
- **Audience growth** — grew BOOKCHOCO to an audience of approximately 65,000 followers across channels through consistent editorial output and creator-focused programming.

- **Funding & institutional recognition** — secured grants and support for the platform, including from the European Endowment for Democracy (EED) and the Dalia Association, and obtained membership in Creators HQ, Dubai.
- **Regional expansion & licensing** — led the platform's formal expansion and corporate licensing through the SHAMS Media City Free Zone in Sharjah, establishing BOOKCHOCO as a registered regional media entity.
- **Partnerships** — built collaborations with Arab content creators, agencies, and industry partners to strengthen the platform's ecosystem and reach.

SIGNATURE EVENT — BOOKCHOCO CREATORS GATHERING

Founder & Lead Organizer — BOOKCHOCO Event

26 February 2026

Gaza, Palestine — first event of its kind in the Gaza Strip

- **Conceived, organized, and led** the first content-creators event of its kind in the Gaza Strip, bringing together hundreds of content creators in a single venue on 26 February 2026.
- Owned the full event lifecycle end to end: concept and program design, creator outreach and invitations, logistics and venue, on-site management, and post-event media coverage.
- Used the event to consolidate BOOKCHOCO's standing as the central hub of the local creator community and to build direct relationships across the Arabic content-creation scene.

PROFESSIONAL EXPERIENCE

Staff Writer — Articles & Reports

4 years

Sasa Post

- Produced articles and in-depth reports across a wide range of topics, contributing to strong readership and significant digital reach.

Social Media & Project Acquisition Manager

2 years

Al-Manara Consulting Foundation

- Managed social-media operations and supported project acquisition and client-facing communication.

Public Relations & Media Officer

1.5 years

Roots for Fine Arts

- Handled media communication, public-relations materials, and institutional outreach.

Journalist & Digital Media Specialist

1 year

Al-Risala Media Foundation

- Produced digital journalism and media content across editorial and audience-facing formats.

Editor

1 year

Palestine Today News Agency

- Edited and refined news content for publication, supporting newsroom output with accuracy and speed.

Editor

6 months

Hail News (Online Newspaper)

- Edited digital news and feature content for online publication.

Editor

3 months

Al-Sharq TV — Gaza Bureau

- Supported editorial preparation and newsroom content handling.

Social Media Coordinator

6 months

Global Youth for Jerusalem Association

- Managed digital communication and contributed to audience engagement and online presence.

Content Writer

Multiple engagements

Wasla Foundation (KSA) · Turkey Life Platform · Zircon Foundation (Gaza) · commercial projects

- Produced editorial, branded, and marketing content tailored to diverse audiences and sectors.

Freelance — Multiple Projects

Ongoing

Independent

- Writing, graphic design, editing, social-media management, and AI-assisted content development across multiple projects.

KEY ACHIEVEMENTS

- **Published Novelist** — authored a novel (2019) entered into the Katara Prize for Arabic Novel.
- **Built the first Arabic platform of its kind** — created BOOKCHOCO from the ground up into a recognized comprehensive Arabic gateway for content creation, news, opportunities, and creator-focused knowledge.
- **Pioneered the first creators event in Gaza** — founded and led the first content-creators gathering of its kind in the Gaza Strip (Feb 2026), uniting hundreds of creators.
- **Ranked 10th of 12,000+ applicants** — in a national government editorial-employment examination (2023).
- **Hundreds of thousands of reads** — across outlets including Sasa Post, Al-Risala, and Palestine Today.

CORE COMPETENCIES

Editorial & Content: Editorial writing · Feature writing · Creative writing · SEO content · Content planning · Newsroom editing

Strategy & Growth: Content strategy · Platform development · Audience growth · Creator-ecosystem development · Partnership building

Media & Communications: Public relations · Media coordination · Social-media management · Marketing content · Campaign messaging · Event management

AI & Digital Production: AI-assisted content development · Prompt engineering · AI text generation · AI image creation · AI-supported website building · Audiovisual production management

Operations & Research: Media project management · Investigative research · Data analysis & reporting · Graphic design · Digital platform management

EDUCATION

Bachelor of Journalism & Media

2017

Al-Aqsa University — Faculty of Media

TRAINING & CERTIFICATIONS

- Content Writing for Twitter — Al Jazeera Media Institute
- Journalism Interview Planning — Al Jazeera Media Institute
- Project Leadership — Kaizen Consulting Center
- TV Production Fundamentals — Fadl Shannaa Foundation
- International Designer Certificate — International Peace Center
- Artificial Intelligence Applications

LANGUAGES

Arabic: Native

English: Strong written proficiency; conversational speaking ability