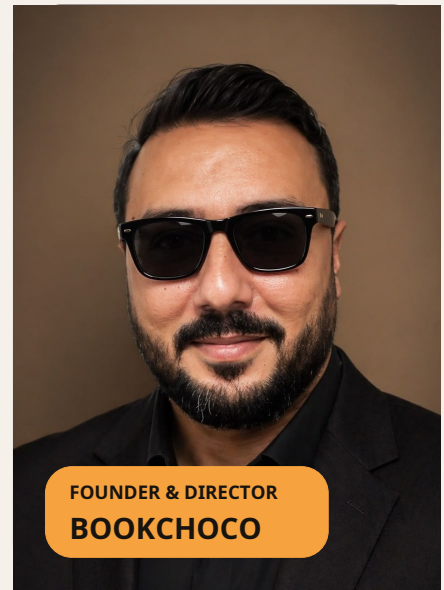


JOURNALIST · EDITORIAL LEADER · FOUNDER

MEDIA BUILDER, EDITORIAL LEADER.

Aaed Al-Halabi is a Palestinian journalist, editorial leader and content strategist, and the founder and director of BOOKCHOCO. His work sits at the intersection of media, creator economy, digital products and project leadership, with more than seven years of professional experience.

**7+**

years in media & content

2021

BOOKCHOCO founded

#10

of 12,000+ applicants

2026

Creators Gathering in Gaza

SHORT BIO

Aaed founded BOOKCHOCO in 2021 and leads the platform across editorial strategy, digital product development, media production, partnerships and operations. His professional background spans digital journalism, content strategy, public relations and media project management. He is particularly interested in building products and initiatives at the intersection of journalism, creator culture, digital platforms and AI-assisted production.

SPEAKING TOPICS

Digital journalism & newsrooms

Creator economy in MENA

Building media platforms

Editorial leadership & content strategy

Palestinian digital culture

AI-assisted content production

ABOUT THE WORK

FROM EDITORIAL TO PRODUCT & OPERATIONS.

A career that moved from writing and newsroom work into building and operating a media platform, digital products, partnerships and multimedia projects.

FLAGSHIP VENTURE

BOOKCHOCO

Founded in 2021. A digital media platform focused on content creation, creator culture, opportunities and digital tools.

Editorial Leadership

Editorial line, publishing standards, content systems and workflow.

Digital Product

Turning ideas into platforms, tools and digital experiences.

Media Production

Leading visual work from concept and script to delivery and publishing.

Projects & Partnerships

Project management, partnerships, expansion and events.

MEDIA CONTACT

INTERVIEWS · EVENTS · MEDIA REQUESTS

Official bios, portraits and press-ready assets are available at the website.

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