



Hi! My name is Yi-Hwa Bayar Hanna.

I'm an award-winning writer, editor, creative content manager, and multimedia journalist whose career has spanned across the Middle East, Asia, Europe, and the USA over 16+ years. I've held roles in world-leading publications, top-tier global communications firms, and tech start-ups, as an Editor-in-Chief, Global Content Manager, and Managing Editor. I work on everything from copy (whether that's editorial, marketing, social, or everything in between!), to video (from scripts to shoot direction and production), and other creative, interest-led productions (such as photo-shoots, or audio-focused well-being content). An experienced leader who supports strong teamwork, I'm passionate about using innovative ideas to create great, effective storytelling.

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WORK EXPERIENCE

INFIJOY | MANAGING EDITOR Feb '22 - Present Dubai, UAE

I am the editorial and content leader for an exciting start-up that is the world's first integrated well-being platform built for a global audience. As an early-stage (first 5) hire, I conceptualized and created the company's editorial tone and voice from scratch, including creating slogans, content plans, brand communications and positioning materials, style guides, and more. I launched the online publication, creating an editorial plan and writing and editing articles while managing, training, and mentoring a team of in-house (remote and on-site) and freelance writers, as well as material for our e-learning courses with world-leading experts, including pitches, video, subtitling, web, and in-app content. I also lead the meditation and mindfulness content, working with a variety of international providers (including VO artists, composers, script-writers, editors, and more) to create high-level, industry-leading meditation and well-being content. My role also includes the creation and management of copy-related marketing collateral used across all platforms.

ZOMATO | GLOBAL CONTENT MANAGER Aug '20 - Jan '22 Dubai, UAE
REGIONAL EDITORIAL & CREATIVE MANAGER Nov '19 - Aug '20
REGIONAL MANAGING EDITOR Jan '19 - Nov '19

I worked on a wide range of editorial, marketing, and in-app content for the Middle East, India, Qatar, and Lebanon divisions, managing teams in these countries as well as the Philippines, Indonesia, and Turkey, while working alongside the design, CRM, development, growth, offline, and digital marketing teams, reporting to the Business Head, Vice President, Global Head of Content, and Regional Director.

In addition to creating and commercializing editorial, sponsored, and creative content, I launched several new products including newsletters, blogs, video features, and in-app editorial content. My marketing work included everything from EDMs and CRM to social media content, press releases, partnerships, and multimedia campaigns. My role also included the training and mentoring of new and junior staff.

EDELMAN | SENIOR CONTENT MANAGER July '17 - Aug '18 Dubai, UAE

I wrote, edited, and produced a wide range of content, features, scripts, journals, speeches, releases, social media, web content, and more. I provided strategic counsel and problem-solving for both clients and our internal teams, developed and implemented editorial calendars and content strategy programmes, worked on project management, guided junior team members, and contributed to new business development. In addition, I ran internal training workshops on writing and editorial content, worked on Edelman's first-ever study into the changing shape of Comms Marketing in the region. Accounts included: Abu Dhabi World Professional Jiu Jitsu Championship, Anantara Resorts, BMW, Department of Culture and Tourism - Abu Dhabi (DCT), Department of Tourism and Commerce Marketing - Dubai (DTCM), Frico, HSBC, KCal, KFC, Kings School, L'Oréal, Legoland, LinkedIn, Marriott International, McDonalds, Mubadala, Nike, RSA, Safilo, Syfy, Valiant Clinic & WWE.

SKILLS

AREAS OF EXPERTISE

- Writing: Short, medium, and long-form copy for editorial, marketing, and SEO content.
- Editing: Line and copy, flow, structural, and developmental.
- Multimedia content: Video, audio, and social media - all stages, from concept and planning to creation and project management.

MANAGEMENT SKILLS

- Short & long-term planning
- Positive communication
- Leadership, empathy and interpersonal collaboration
- Conflict resolution
- Growth and development
- Public speaking & presenting
- Innovation & strategy
- Recruitment
- Training and coaching
- Mentoring and empowerment
- Budget management
- Decision-making
- Time management
- Problem-solving
- Organization, task delegation, and project management

TECHNICAL SKILLS

- Adobe Creative Suite: InDesign, Premiere Pro, Photoshop, Illustrator, Adobe Audition.
- Project Management: Jira, ClickUp, Zoho, Slack.
- Customer engagement, CRM, and marketing: CleverTap, Braze, Active Campaign.


TECHNICAL SKILLS

- English (Native)
- French (Conversational)
- Mandarin Chinese (Basic)

EDUCATION

TUFTS UNIVERSITY

2002 - 2006

 Boston, MA, USA

BACHELOR OF ARTS


Major: French Literature, Minor:

Economics; GPA 3.47, Class '07

Awards and Achievements: Dean's List Honors (2006). Oliver Chapman Leadership Award Nominee (2006). Recognition for Services to the Tufts University International Community (2006). International Club President (2005-2006), nominated for Student Organisation of the Year '06. Co-Founder & Co-Editor of International Geographic Magazine. International Orientation Coordinator 2005.

DUBAI COLLEGE

1998 - 2002


 Dubai, UAE

HIGH SCHOOL DIPLOMA

GCSE (English - Language & Literature, Mathematics, Double Science - Biology, Chemistry & Physics, Art, Design & Technology, French, History, Geography, Economics); AS Level (French, Economics, Govt & Politics, History); SAT I & II

INTERNATIONAL SCHOOL OF CHOUFAT

1998 - 2002

 Dubai, UAE

ADDITIONAL QUALIFICATIONS


SOUND HEALING MEDITATION THERAPIST

Issued Jan 2021

 Awakening Prema

MEDITATION & MINDFULNESS TEACHER

Issued Oct 2022

 School of Positive Transformation

FITNESS INSTRUCTOR

Issued Dec 2017

 PTA Global & MEFitPro

WSET LEVEL 1 AWARD IN WINES

Issued April 2019

 Wine & Spirit Education Trust


FICTION CRAFT

Issued Oct 2022

 Gotham Writers' Workshop

SOCIAL PSYCHOLOGY

Issued Jan 2022

 The University of Queensland via EdX

ITP MEDIA GROUP

 Dubai, UAE & NYC, USA

EDITOR-IN-CHIEF, WOMEN'S HEALTH Dec '13 - July '17

DEPUTY EDITOR, GOOD HOUSEKEEPING Nov '12 - Dec '13

FEATURES EDITOR, GOOD HOUSEKEEPING Dec '11 - Nov '12

FEATURES WRITER & SUB-EDITOR, VIVA Aug '11 - Jan '12

DEPUTY EDITOR, CUSTOMER PUBLISHING TITLES April '10 - Oct '11


During my seven years at one of the region's leading media and publishing houses, I was promoted rapidly through five different roles on a wide variety of successful titles, each of which covered various mediums, from print and digital publishing to social media, video content, events, advertorials and marketing, and more. As the Deputy Editor of the Customer Publishing department, I worked with high-profile clients such as Etihad Airways and the DWTC on customized, client-led contract publishing titles (including inflight magazines and trade show titles such as GITEX and Gulfood). I then shifted into consumer publishing with VIVA, the largest-selling women's monthly title in the GCC, before growing into world-leading global titles such as Good Housekeeping, where I worked directly with Hearst Magazines. As the launch Editor-in-Chief of Women's Health - the fastest-growing women's brand in the world - I worked hand-in-hand with Rodale International to create, plan, build, and launch the brand's entry into the MENA region. I am extremely proud that my work drove it to become recognized as a top-selling title in the region, commended for more than 70% original content and 30% top-quality syndicated content on multiple new media channels, all with a very small team and a tight budget.

THE GULF TODAY | COPY EDITOR Aug '09 - Jan '10

 Dubai, UAE

As the 'final eyes' on the Home News desk (among other departments), I edited, formatted and subbed editorial copy for a team of journalists, and wrote for the Features and Op-Ed sections, as well as the weekly Short Takes column.

YELP | MARKETING INTERN April '07 - Nov '07

 Boston, MA, USA

As the launch intern for the Boston arm of one of the country's most exciting start-ups, I wrote reviews, onsite copy, and newsletters. I handled online community development and site management, planned, organised and executed guerrilla marketing programs, and assisted in planning monthly events.

SMITH & DUGGAN LLP | July '06 - Aug '08

 Boston, MA, USA

LEGAL ASSISTANT & PARALEGAL

In my first full-time role out of college, I learned the ins and outs of writing, editing, and proofreading flawless copy for a Tier 1 law firm of the highest caliber. I worked on paralegal projects, briefs and legal documents, did multimedia research, and acted as client liaison while being responsible for managing and organizing case files.

My work has been published in a number of prominent publications, including multiple international editions of Women's Health and Good Housekeeping, Men's Health, Grazia, Cosmopolitan, Harper's Bazaar, VIVA, The Inertia, The Gulf Today, Etihad Inflight, What's On, Goodness, Spinneys Media, and FitWild, to name just a few.

AWARDS & RECOGNITION

ELF SEDDIQI WRITERS' FELLOWSHIP | EMIRATES LITERATURE FOUNDATION Feb '22 - Feb '23

I was selected out of hundreds of applicants to be awarded a winning place in First Chapter, the first ever global standard writers' fellowship in the region for fiction writers, for my work on my debut novel. The program identifies and nurtures hand-picked emerging writing talent, elevating it to an international standard, and bringing it to global attention. I was mentored by the best-selling novelist and screenwriter Patrick Gale, and was taught writing craft by internationally-acclaimed authors Ian Rankin, Alexander McCall Smith, Nnedi Okorafor, Annabel Kantaria, and other leaders in the field, encompassing all stages of writing, publishing, and promoting a book.

HOBBIES & INTERESTS

- Well-being (Boxing, Surfing, Muay Thai, SUP, Swimming, Yoga, and Mental Health)
- Art & Design (Drawing, Painting, Pastels, Digital Art, Interiors)
- Travel (60+ countries)
- Reading
- Films, documentaries, and related pop culture
- Food, cafes & cooking