

Assad ounalla

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Background

- I have been working in the media field since 2000, and have been promoted to executive director of a TV channel after being working as an editor. I have practical experience in news Editing, selecting work teams based on experience and competence and leading teams.
 - I hold an accredited diploma in journalism training by the DW Academy, I also worked on developing several training programs for "HNEC" and "Sleidse project" of "GIZ".
 - I have trained many students of Tripoli University- Faculty of Arts and Media- along with seven other universities student whom were part of the Comprehensive journalist training Project that was conducted at 2016.
 - I have experience working with multimedia programs, social media monitoring and news analysis for Libyan social media pages and Libyan context.
 - Well experienced in the design and implementation of advertising campaigns and community awareness campaigns.
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Skill Highlights

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| • Media | • Creative |
| • Microsoft Package | • Planning And Implementing |
| • Adobe Apps | • Management |
| • Experience In Designing Marketing And Outreach Campaigns | • Lead Teams |
| • Analysis of news and public opinion trend | • Content writing |
| | • Editing news |

ex-jobs - Experience

- Member of the Outreach Team of the Covid-19 Vaccine at the NCDC (volunteer) 2021
- Media National consultant At UNICEF Libya Since 2019 - 2020
- national public outreach advisor to the international foundation for electoral systems (IFES)- Libya -2019
- Local media advisor in support to Libya for Economic integration, diversification and Sustainable Employment (Development and implementation of strategic plan for communication Development for Chambers of Commerce and Union of Libyan Chambers of Commerce)12/2018 of the European Union in Libya 2018 – 2019 .

- Participant in the program to TAMAYOZ the Libyan leadership (AU - Adam Smith) 2018
- Member of the management committee of Tripoli University web site 2014 -2018
- Member of the ASAS Media Development Initiative to develop a media map for Libya 2016 -2017
- Media certified Trainer DW academy 2016
- Trainer in digital security for journalists Media laboratory at the Faculty of Arts Media and (IWPR) 2015 – 2016
- member of the Media Academics Foundation Tripoli the 2015-2016
- Certified trainer in the Libyan Media Institute since the 2014 - 2016
- Lecturer and faculty member of the Faculty of Arts & Media University Tripoli since the 2012 - 2017
- Head of Advertising Design Department, Faculty of Arts & Media 2014- 2017
- Executive Director, for ajyal satellite channel in 2012 to December 2014
- Executive Director of Ajyal Radio 2012 -2014
- Head of the news section Libya Free Channel 2012 Tripoli Office
- Coordinator by the Security and Community Program Office of Media Ministry of the Interior 2005-2007
- Editor, Media Department of the Interior Ministry 2003 -2007
- One of the founders of the Media Department of the Public Authority for Social Solidarity 2001 - 2002 Education

Education

- BA - Advertising design - Faculty of Arts and Media - University of Tripoli 1999
- Master – design - University of Rome 2010
- Diploma - News Journalist Trainer – DW Academy 2016

Certificates

- TAMAYOZ the Libyan leadership (AU - Adam Smith) 2018
- Digital security for journalists – (IWPR) 2015
- Design and develop training programs - Ministry of Labor 2007

References

- Antoine KURUNERI - akm.coc@sleidse.org - Communication Strategy Officer in Slides Project
- Niklas Kabel Pedersen - nkabel@ifes.org - Libya Country Director