

# SLMA SHELBAYAH

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## EDUCATION

**Oxford University** Certificate Oxford, United Kingdom June 2010 to July 2010  
Annenberg-Oxford Summer Institute Seminar on Global Media Policy; Technology and New Themes in Media Regulation

**Georgia State University** M.A. Applied Linguistics Atlanta, GA Aug 2005- Dec 2007  
Concentration of Arabic and Spanish

**Georgia State University** B.A. Journalism Atlanta, GA June 2002 to Dec 2004  
Minor, Sociology

- Experienced broadcast journalist with exceptional communication skills
- 10+ years of experience including a background in broadcast media as a reporter, show host, editor, writer, certified voice-over talent and producer
- Leadership roles in mentoring, non-profit and professional organizations
- Certified Public Speaker with experience presenting to corporate, government, civic, public and religious organizations, both locally and nationally.

## JOURNALISM EXPERIENCE

**CNN Newsources Digital- Assignment Editor/Producer** Jan 2015 to present

- Curates relevant, specific and quality digital content distributed to 600+ affiliate websites.
- Sorts through affiliate pitches & links local stories to CNN.com/us page.
- Licenses user generated content for use on all CNN networks and distribution.
- Manages CNN Wire Instagram (@CNNWire) and Twitter (@CNNWire) accounts.

**CNN Image and Sound- Cross-Platform AP (Digital)** June 2014 to Jan 2015

- Leading the CNN Home Page as a member of the Video team.
- Responsible for producing video content, editing, cutting and writing headlines/descriptions for the CNN.com home page.
- Keeping up with website analytics

**CNN International- Freelance Assignment Editor** April 2011 to Aug 2015

- Confirming international news breaking content as part of the newsgathering international team effort for all CNN platforms. Working closely with the show team producers, reporters, correspondents and international liaisons to get our stories on air, on the digital sphere and other platforms across the network.

**CNN Digital- Newsdesk Editor/Writer** April 2011 to Present

- Newsdesk writing and reporting for breaking news stories for CNN.com

## **JOURNALISM EXPERIENCE CONTINUED**

### **Atlanta Interfaith Broadcast- Host/Producer/Social media director** Oct 2012- present

- Developed and implemented AIB Social Media launch plan
- Fully produced, scripted and hosted 12 series 30-minute TV show
- Produced, scripted and hosted a 30-minute TV documentary
- Trained over 10 producers in voice-over talent
- Put together a social media strategy and will be leading AIB's social media network and website as their social media director

### **Azizah Magazine- Freelance Talent/Writer** Jan 2007 - Jan 2009

- Writing feature stories for this international women's magazine

### **Bridges TV- GA Correspondent /Freelance TV Reporter** May 2005 to May 2007

- Television reporting on cultural feature segments from the state of GA

## **TEACHING EXPERIENCE**

### **Brenau University- Adjunct Faculty School of Business and Mass Communication**

Oct 2009 to present

- Teaching undergraduate and graduate students business and communication courses.
- Courses taught: Cross-Cultural Business Communication in a Global Environment, Principles of Leadership, Academic Research and Writing, Business Communication and Critical and Creative Thinking.

### **Georgia State University- Visiting Instructor Middle East Institute**

Jan 2007 to June 2009

- Teaching Beginning, Intermediate and Advanced level courses of Modern Standard Arabic to undergraduate and graduate students.
- Developing, designing and teaching a special seminar 4000 level course on Egyptian Colloquial Arabic to undergraduate and graduate students.

### **Georgia State University- Graduate Teaching Assistant Middle East Institute**

Aug 2006 to Dec 2006

- Teaching Beginning and Intermediate level courses of Modern Standard Arabic to undergraduate and graduate students.

## **PROFESSIONAL INVOLVEMENTS/CONFERENCES**

### **Islamic Speakers Bureau of Atlanta-** Certified Public Speaker presenting and creating educational interactive workshops and sessions on the culture and religion of Islam, to universities, civil and government organizations, churches, synagogues, temples, etc.

### **Hands Along the Nile Development Services (HANDS)-** A Council Adviser for this American 501(c)3 not-for-profit organization that is committed to building bridges between the people of Egypt and the US. HANDS offers programs of exchange and dialogue and also supports projects aimed at bringing socioeconomic stability to Egyptian communities.

## **PROFESSIONAL INVOLVEMENTS/CONFERENCES CONTINUED**

**Egyptian Colloquial Arabic Immersion Program**- Director of Georgia State University based Arabic Immersion study abroad program to Egypt in May, 2009. Organized and developed this study abroad trip, designed as an intensive summer experience for Arabic language students.

**Workshop for Georgia Educators**- Developing and presenting a workshop on Media of the Middle East to Georgia Educators sponsored by Georgia State University and Georgia Perimeter College.

**U-Beyond Atlanta Mentorship**- Board member of this networking, leadership, education and advancement organization.

**Atlanta Interfaith Broadcasters**- Board member of this interfaith television network.

**CNN Diversity Council Member**- Organizes panels on specific topics of potential guests for the entire CNN network

**Arab-US. Association for Communication Educators (AUSACE)**- Translated a participant questions document from English to Arabic for the AUSACE pre-conference held in Beirut, 2011.

**Annenberg-Oxford Summer Institute**- Selected as a participant among 30 other selected individuals from different countries and attended a seminar on Global Media Policy: Technology and New Themes in Media Regulation at Oxford University, UK in July, 2010.

**Southern States Communication Association**- Conference paper on “Framing the American Muslim identity: American Muslims political, social, and spiritual engagements after 9/11”. San Antonio, TX April 2012.

**European Communication Research and Education Association**- Conference paper on “The Egyptian Revolution: Egyptian-American Diaspora, Media and Identity Construction”. Accepted to present in Istanbul, Turkey on October 2012.

## **SKILLS**

**Computer:** Final Cut Pro, CMS, Chartbeat, Aspen, Microsoft Office, Indesign 2.0, iNews, Avid, Adobe Photoshop

**Work:** Broad cultural awareness and understanding, Social Media Marketing, Excellent communication, networking and organizational skills

**Foreign Language:** Arabic, Intermediate Spanish

## **ACHIEVEMENTS**

**B.A. Completion:** Completed Journalism Bachelors Degree in a compressed 2 1/2 years of college.

**CNN Diversity Ovation Award 2016 Winner:** For influence of culture and diversity in the workplace and to the Network.