

# JESSY BISSAL

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## Work Experience

### **Zertificon Solution GmbH** – Berlin, Germany

#### **Copywriter / Content Marketing Manager B2B** | Dec. 1, 2021 – Jan. 31, 2022

- Was responsible for the implementation of the content marketing strategy including market research, analysis, and the design of the customer journey
- Conducted topic research and prepared content that is appropriate for the target group
- Created new web texts and optimized existing content for SEO / SEM

### **Canyon Bicycles GmbH** – Koblenz, Germany

#### **Junior SEO Copywriter Intern in the Performance Marketing Department** | June 2020

- Completed an intensive training to gain insight into the business practices of the company
- Was coached on tools like Sistrix, Google Analytics 360, Google Search Console, Google Data Studio and Screaming Frog to better understand visibility, ranking, tech issues discovered while crawling, and other reports and data
- Implemented the basics of benchmarking and effective keyword search by consulting reliable sources like answerthepublic.com, app.kwfinder.com (Mangools), and Seorch.de to maximize conversion
- Regularly wrote (and rewrote) short-form and long-form content based on the results of the keyword research
- Started a new running blog in order to test my growing SEO skills and best practices
- Completed a Google Analytics course and received a Certificate of Completion Valid till June 16, 2023

### **American University of Beirut (A.U.B.)** – Beirut, Lebanon

#### **English Instructor** | Sept. 2013 – Nov. 2021 (*promoted to Full-time Instructor as of Jan.2017*)

- Taught Eng 102 (Enrichment Course in English), Eng 203 (Academic English), Eng 204 (Advanced Academic English)

#### **Instructor at the Writing Center** | Jan. 2017 – Jan. 2018

- Read Writing Center-related research articles to discuss and reflect on with the rest of the Writing Center team
- Had one-on-one consultation sessions with writers regarding any writing-related project they were working (course-related papers, reports, CVs, etc.)
- Wrote notes summarizing the individual one-on-one sessions with the writers
- Conducted private Writing Center research with the aim of publishing the findings

#### **Member of the Blogging Special Interest Group** | Sept. 2013 – Nov. 2021

- Started a professional blog and began posting my reflections on my unorthodox writing and teaching methods with the aim of initiating, along with two colleagues, the first "Instructor Blogging Community" in the Middle East | Sept. 2015
- Presented at the Fifth Conference on Effective Teaching and Learning in Higher Education on "Teacher Blogging as Social Constructivism" | Feb.7, 2015
- Organized a Teacher Blogging Workshop based on the Conference Presentation | Apr.27-29, 2015
- Published a co-authored paper in the annual proceedings of the Center of Teaching and Learning based on the Conference Presentation, and the Teacher Blogging Workshop | July 31, 2015

#### **Editor for Professor Akkary in the Department of Education** | Oct. 2012 – Jan. 2017

- Edited several of Dr. Rima Karami-Akkary's technical and research papers

#### **Assistant Instructor at the Writing Center** | June 2011 – Mar. 2013

- Tutored specific courses including Agriculture, Agribusiness, Nursing, Engineering, Public Health, Education, and Economics and prepared in-class presentations on issues related to writing, researching, and citing (MLA/APA/IEEE style)
- Assisted Professor Salma Talhouk with the proofreading and editing of her new book

#### **Journalist** | May 2010 – Aug. 2011

- Wrote reports for the university's online Web Bulletin Magazine covering various events on campus

#### **Graduate Research Assistant in the Department of English** | Oct. 2010 – Mar. 2012

- Assisted Professors Michael James Dennison and Joshua David Gonsalves with their research
- Worked at the Writing Center

## **Lebanese American University (L.A.U.) – Byblos/Beirut, Lebanon**

**English Instructor** | June 2013 – Dec. 2016

- Taught Eng 009 (Remedial English), Eng 101 (English I), and Eng 102 (English II), Eng 212 (Literature II)

**Instructor at the Writing Center** | Mar. 2014 – Dec. 2016

- Helped establish the first writing center at LAU Byblos campus
- Gave 30-minute consultation sessions to students seeking writing advice for their various courses and projects
- Designed and delivered several workshops on CVs & Resumes, MLA, APA, IMRAD and many more.

**TEDxLAU Speaker** | August 23rd, 2014

- Was nominated and accepted as a TED Speaker for LAU's prestigious TEDx event  
Speech Title: "Let's Overthink Overthinking"

## **Notre Dame University (N.D.U.) – Louaize – Zouk Mosbeh, Lebanon**

**English Instructor** | Sept. 2014 – Sept. 2015

- Taught Eng 105 (College English I), and Eng 213 (Sophomore English Rhetoric)

## **Freelance Work**

- **SAMS Network GmbH – Public Relations Agency** – Würselen, Germany
  - **Content Manager** | July 2020 – Nov. 2021
    - Revised technical texts related to technical trade press and generated new content in the area of electronics/embedded computing with the aim of boosting SEO
- **Sync – Digital Agency** – Beirut, Lebanon
  - **Copywriter & Blog Writer** | Sept. 2017 – Nov. 2021
    - Wrote the landing pages and technical information for the entire website and was responsible for preparing two monthly formal and informal blog posts on Digital Marketing and Social Media in general, and the company's updates in particular
  - **Mindwhisk – Creative Agency for Live & Corporate Events** – Beirut, Lebanon
    - **Copywriter & Radio Ad Script Writer** | Sept. 2017 – Nov. 2021
      - Wrote the landing pages and creative information for the entire website and was responsible for coming up with slogans and ads for upcoming music festivals and shows
  - **Fadel Technology – Photocopy & Office Equipment Suppliers** – Beirut, Lebanon
    - **Copywriter** | Feb. 2018 – Mar. 2018
      - Wrote the landing pages and technical information for the entire website
  - **Zonegrun – Pest Control and Food Safety Company** – Beirut, Lebanon
    - **Copywriter & Blog Writer** | Sept. 2017 – Sept. 2018
      - Wrote the landing pages and technical information for the entire website and was responsible for preparing two monthly blog posts on Pest & Food Safety Awareness and Pest knowledge
  - **Plottr – Machine Learning & Artificial Intelligence Company with an SAAS** – Beirut, Lebanon
    - **Copywriter** | Dec. 2016 – Jan. 2017
      - Wrote the landing pages and technical information for the entire website
  - **Zymbol – The Magazine of Symbolism and Surrealism** – Beirut, Lebanon
    - **Managing Editor** | Aug. 2014 – Aug. 2015
      - Was part of a team that accepted/rejected poetry submissions, came up with fundraising projects, and promoted the magazine via different types of social media
  - **Flantech Asia Pacific** – Beirut, Lebanon
    - **Copywriter** | Feb. 2007 – Feb. 2008
      - Handled web content research and editing
      - Promoted new products online through writing landing pages

## **Education**

### **American University of Beirut (A.U.B.) – Beirut, Lebanon**

**Master of Arts in English Literature** | 2010 – 2013

Graduated in May 2013 with a 4.0 / 4.0 Cumulative GPA

Thesis Title: "The L.A. Novel in Hollywoodland: "Cast out this wicked dream which has seized my heart!""

**Bachelor of Arts in English Literature with a Minor in Creative Writing** | 2007– 2010

Graduated in June 2010 with Distinction

## Conference Presentations

- **Presented at the Tenth Conference on Effective Teaching and Learning in Higher Education** | Beirut – Apr. 9, 2021
  - Proposal title: “Treading A Tightrope: How to Adopt the Five-factor Model of Personality to Prioritize Student Engagement while Avoiding Teacher Burnout”
  - Primary Author
  - *I was also nominated to serve as the moderator of the concurrent sessions*
- **Presented at the MENAWCA (Middle East-North Africa Writing Center Alliance) Conference** | Beirut – Apr. 24-25, 2019
  - Proposal title: “Recreating Academic Writing through Creative Writing”
  - Primary Author
- **Presented at the Ninth Conference on Effective Teaching and Learning in Higher Education** | Beirut – Feb. 16, 2019
  - Proposal title: “The Paradox of Equity: Between Playing Fair and Fueling Plagiarism”
  - Primary Author
  - *I was also nominated to serve as the moderator of the concurrent sessions*
- **Presented at the IWCA (International Writing Centers Association) Conference** | Chicago – Nov.10-13, 2017
  - Proposal title: "Between remedies and roadblocks: Matching up L2 writers with L2 tutors who share the same [non-English] Mother Tongue"
  - Primary Author
- **Presented at the Fifth Conference on Effective Teaching and Learning in Higher Education** | Beirut – Feb. 7, 2015
  - Proposal title: “Teacher Blogging as Social Constructivism”
  - Co-authors: May Mikati & Amany Al-Sayyed

## Academic Publications

- **Paper: “Teacher Blogging: From Pedagogy to Andragogy and Heutagogy”**
  - Co-authors: May Mikati & Amany Al-Sayyed
  - Publication: “Proceedings of the Fourth and Fifth International Conferences on Effective Teaching and Learning in Higher Education”
  - Publisher: AUB Publications.
  - Date: July 31, 2015

## Personal Skills

- **Languages:**  
Fluent in Written and Spoken English, Arabic, French, and spoken Armenian
- **Computer Skills:**  
Proficient in MS Office Suite (Word, Excel, PowerPoint) and internet browsing

*References and publications available upon request*