

# Nadine Wael

Communications Specialist | Messaging & Ideation | Facilitation | Content & Editorial

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## Work Experience

### The Abdul Latif Jameel Poverty Action Lab (J-PAL MENA)

Communications Associate, March 2025 – January 2026

- **Initiated an internal communications framework**, fostering cross-team collaboration through staff-meeting activities, sessions in strategy bootcamps, etc.
- **Co-led** the office's first exhibition booths, developing three project showcases that simplified research into public-facing content for a high-level fundraising event (~500 attendees).
- **Led digital communications campaigns** (written and visual), increasing social media following by **50%+ in one year** through drafting and editing **250+ posts**.
- Executed **branded email campaigns** via Marketing Cloud, including biannual mass newsletters to 6,000+ subscribers and ~20 event and outreach email campaigns across office sectors.
- **Directed 5 videos from scripting to voiceover**, ensuring compelling storytelling; shaped storyboards, concepts, and strategic messaging for additional videos.
- **Coached speakers** for the office's five-year celebration and fundraising event, refining scripts and delivery, and created a presenter toolkit to ensure impactful messaging.
- **Edited** staff content for clarity, tone, and institutional voice (**structural rewrites, micro-copy, final proofreading**).
- Curated an **"impactful photography 101" workshop** with a competitive element; winning images were showcased in large-scale fundraising event.
- **Audited and refreshed outdated website content**; developed new pages for events, projects, etc. to strengthen public communications.
- Designed and **led tailored outreach** for university and policy partners, synthesizing research findings aligned with their priorities.

### The Abdul Latif Jameel Poverty Action Lab (J-PAL MENA)

Policy and Communications Associate, January 2024 – March 2025

- Handled communications for high-level engagements including COP29, supporting **executive preparation and messaging**.
- Led **development of outreach and communications materials** for conferences, partnerships, and events.
- **Crafted pitching tools and language guides**; refreshed brochures and core materials.
- **Managed 10+ partnerships**, leading proposal development and research scoping.

### "Ekteshafat Daily" Peer-Reflection Community

Founder & Workshop Facilitator, 2024 – Present

- **Founded "Ekteshafat Daily,"** a 30+community focused on emotional fulfilment & reflection.
- **Hosted 14+ guided discussion circles**, curated resources, organized 'Passion Pursuit' workshop, analysed films and books in discussion sessions, and produced YouTube content to extend community engagement.

### United Nations Volunteer, The World Changing Centre Charity

Content Writer, Editor and Assistant Team Leader, May 2021–November 2021

- **Authored 2 book chapters** in "A Gale of Change: Sowing Goodness Through Education"; edited 20,000+ words and supported a global team of seven writers as assistant lead.

### Teaching Support Roles (Development Economics and IGCSE English)

The American University in Cairo (2021); Nefertari British International School (2018)

- **Mentored students** in university and school settings by guiding them in articulating their ideas, visually through Excel graphs or linguistically through writing essays.
- Led **review sessions, provided feedback** on submissions helping 70+ students in improving their communication skills.

## Education

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### Bachelor of International Business and Bachelor of Arts in Development Economics

The American University in Cairo, Fall 2023

GPA: 3.9/4.0, recipient of the **Parents Association Cup** for excellence in academics and extracurriculars.

## Conferences, Workshops & Research

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### Facilitation Tactics Certification Program, Yellow Vs. Blue in Georgia – April 2026

- Earned an intensive certification in **facilitation skills** through non-formal education, with a focus on mental health & wellbeing and art-based techniques
- Co-designed and led a capstone workshop as a graduation project, applying **group facilitation, dialogue management, and participant-centered communication** techniques

### Short Filmmaking Workshop, Jesuit Centre for Arts – August – October 2025

- Completed 40 hours of classes covering **storytelling, scriptwriting, filming, sound, editing, and directing** fundamentals.
- Collaborated on **15 hours of short film projects**, taking on multiple roles—editor, director, assistant director, and sound assistant—while creatively responding to prompts with low-budget crews.

### Business Strategy Game (BSG) Simulation, Graduation Capstone Course – May 2023

- Served as CEO leading C-suite team across a 13-week competitive business simulation; **ranked 1st overall out of 10 teams** in our university, including MBA students
- Team qualified for the international invitational after placing in the **global top 1.6% of 3,000+ teams**
- Individually awarded **“Best CEO” with a scoring 20 percentage points** ahead of the runner-up

### Student Leadership Institution – September-December 2022

- Completed a 30-hour accredited leadership course on public speaking skills and leadership approaches, facilitated a 2-hr “reverse classroom” session using interactive teaching methods.

### 2<sup>nd</sup> Place Team in Design Thinking Workshop & Competition by AUC Innovation Hub – June 2022

- Trained across the **full design thinking cycle** in a 3-day workshop, and led a team project applying these tools to a real user experience challenge, presenting to a panel and placing 2<sup>nd</sup> out of 6 competing teams.

### 2<sup>nd</sup> Place Team in Oxford’s ‘Map the System’ Global Competition – February–April 2022

- Completed 20 hrs of capacity-building on **systems thinking**; covering systems mapping, feedback loops, the iceberg model, stakeholder and power dynamics, and the Impact Gaps Canvas, etc.
- Conducted 15 primary interviews, built a detailed systems map for our research topic on *climate change and socioeconomic vulnerability among Egyptian delta farmers*

### 1<sup>st</sup> Place Team Winner of AUC’s Marketing Pro Competition - November 2020

- Led first-place team to present a strategic marketing plan to reposition *Katakito*, a local chocolate brand, including product redesign, target audience analysis, and promotional tactics.

## Key Skills

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- **Editing**, proof-reading, and message refinement
- **Presentation, communication**, and mentorship
- **Leadership** and cross-functional coordination
- **Critical thinking** (*Territorium assessment: 174/180*)
- **Research and synthesis**
- **Creative thinking and problem-solving**
- **Digital Skills**: Google Workspace, Canva, Excel
- **Languages**: English (fluent, IELTS 8.5), Arabic (native), French (basic, DELF A2)

## Student Leadership Experience

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Economics Association, AUC (Fall 2023)

### Academic Director

- **Mentored** heads of 2 committees, helped successfully organize 4 different career planning sessions with guest speakers for Economics Students; revamped the shared student-notes platform.

Hand in Hand Club, AUC (Fall 2021 – Spring 2022)

### Member, Head of Women Empowerment Committee, then Projects Director

- **Planned** 12 weekly educational activities in orphanage visits to young girls in Dar-El-Sonbola, and an art therapy workshop for cancer patients in Baheya
- **Directed 4 committees** to deliver impactful community service projects in different streams, contributing to the club’s recognition as Best Community Service Club of the Year.

The Gaia Sustainability Movement Club (Fall 2021 – Spring 2022)

### Head of Events Planning Committee

- **Led committee to run awareness campaigns** with Sustainability Office; organized a Nile clean-up event.