Sahar Saeed

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Education

B.A. in Journalism and Digital Media

King Abdulaziz University – College of Communication and Media

2019 – 2023

GPA: **4.78 / 5.00** – First-Class Honors

Technical Skills

- Adobe Photoshop
- Premiere Pro
- Illustrator
- InDesign
- OSINT
- AI Agents
- LLM · Fine-tuning · RAG
- Python
- HTML/CSS · JavaScript
- PHP · Next.js
- WordPress
- Excel · Google Sheets

Soft Skills

- Curiosity and an inquisitive mind
- Continuous self-directed learning
- Passion for the work and for growth
- Performing well under pressure
- Precision and attention to detail
- Problem-solving and analytical thinking

Professional Summary

Media professional with three years at the Union of OIC News Agencies (UNA). Started out in field reporting and editorial work, then moved steadily into the technical side: setting standards for evaluating media platforms, preparing monitoring reports, building internal platforms, and automating repetitive work. Combines a working knowledge of how media organizations operate with the ability to build the tools they rely on, connecting media and technology in any idea or project.

Core Competencies

Media & Monitoring

- Writing news and reports to news-agency standards
- Measuring and analyzing public opinion on social media with programmatic tools
- Designing and managing media campaigns
- Official event photography

Data Analysis & Evaluation

- Setting evaluation standards for digital platforms
- Organizing and analyzing data (Excel · Google Sheets)

Investigative Journalism

- Verifying news, images, and video
- Tracing accounts and domains; geolocation and chronolocation

Automation & Intelligent Systems

- Designing software agents for workflows
- Running language models locally, fine-tuning them, and connecting them to knowledge bases (RAG)

Systems & Platforms

- Gathering requirements and writing specifications
- Building internal platforms and managing WordPress

Programming & Web

- HTML/CSS · JavaScript · PHP · Next.js
- Python

Professional Experience

Editorial Unit Assistant | UNA

January 2024 – Present

- **Digital Media Observatory:** Developed the Observatory's unified evaluation framework (61 criteria across 12 dimensions) for assessing websites against international standards such as Google Lighthouse and WCAG; built Excel models that score each site by criterion weight; designed AI agents that review the results and generate reports; and drafted the Observatory's charter.
- **Media Monitoring:** Preparing publication and distribution reports for the UNA website (una-oic.org), and automating the collection of stories republished by newspapers and agencies, along with their links, so report fields fill in automatically.
- **Web Interfaces:** Designing and building interfaces for websites and internal tools using HTML/CSS and JavaScript.

Certifications & Training

Technology:

- AI Ethics in Media and the Effects of Hallucination – UNA + ICAIRE/UNESCO (2025)
- AI Skills for Media Content Production – OSBU Academy + Bahrain Ministry of Information (2025)
- Python 101 – Tuwaiq Academy (2025)
- AI and Cybersecurity Awareness – Taif University (2025)
- Pros and Cons of AI in News Content Creation – UNA + Sputnik (2024)
- AI-Powered Content Management for Visual Media – UNA + Sputnik Pro (2024)

Media:

- Photojournalism – UNA + Sputnik (2025)
- News Verification and Newsgathering in Conflict Zones – UNA + Muslim World League + Viory (2024)
- Media Spokesperson (A+) – King Abdulaziz University (2021)
- Media Etiquette Workshop – UNA + Digital Media Observatory (June 2026)

Languages

- **Arabic:** Native (excellent)
- **English:** Working proficiency (good)
- **Turkish:** Beginner

Interests

- Reading
- Creative writing
- Exploring new tools and systems

- **Official Event Photography:** Covered high-level events, including sessions of the OIC Council of Foreign Ministers and the Arab League Summit (Baghdad 2025); photographs were published by official news agencies, foreign ministries, Al Jazeera, and Al Arabiya.

Content Creator & Digital Designer | Freelance — 2019 – 2023

- Wrote articles and produced visual designs and videos for a range of clients; founded the online magazine Nidal and ran both its editorial and design during university (2021–2022).
- Won **first place** in the King Abdulaziz University Knowledge Race (2022).
- Produced the introductory film for the Department of Journalism and Digital Media at King Abdulaziz University (2022).
- **Investigation & Verification:** Conducted journalistic investigations and verified circulating news, images, and video through reverse image search, web archives, metadata analysis, domain and account tracing, and geolocation and chronolocation; analyzed account networks on social media and compiled profiles of organizations and individuals.

Technical Projects

DoneUp – Project and Task Management System:

Built a complete work system from scratch: an Arabic-first platform that brings a team's tasks, projects, and ideas together in one place, runs in the browser, and installs on mobile as an app. Every project has its own page (documents, subscriptions and their costs, domain renewal dates, a live activity timeline, a data-completeness indicator, and alerts for idle projects). Tasks can be viewed as a list, grid, or Kanban board, with time tracking and export to CSV and PDF, and access is controlled through **28 granular permissions**. A built-in AI assistant estimates task effort and suggests next steps, writes team performance reports, and answers questions about the system's data. It is currently used by **a 10-member team across 28 projects**.

Private Language Model (LLM):

Built a private language model that works on my own data and field: prepared and structured the datasets, fine-tuned the model on them until it specialized in that context, and developed a custom retrieval system (RAG) connected to it so that it answers from up-to-date documents. The model runs entirely on my own hardware (Apple Silicon) with no external services, keeping all data confidential.

Awards & Recognition

- **Letter of Appreciation from the Oversight and Anti-Corruption Authority (Nazaha)** – October 2025 – for media coverage and coordination of the first regional meeting of the MENA-ARINSA network.
- **Certificate of Appreciation from the Ministry of Foreign Affairs – Makkah Region Branch** (October 2025), for cooperation and efforts in serving the public interest.
- **Certificate of Appreciation from the Union of OIC News Agencies (UNA)**, for outstanding work and commitment to quality standards.
- **Certificate of Appreciation from the Ministry of Health – Eradah Complex for Mental Health, Jeddah** (2023), for taking part in observing international awareness days.
- **Academic Excellence Award (First-Class Honors)** – College of Communication and Media, King Abdulaziz University.