Hana El Mourad

Strategic communications specialist

Brussels area, Belgium
linkedin.com/in/hana-el-mourad

Profile

Strategic communications specialist with a background in journalism and research. More than a decade in publishing, with advanced studies in Digital Humanities and Space Studies.

Work experience

Earlier experience

Technical Writer

Intelligile

Wrote user guides and technical documentation for complex products and services.

2011-2017 / Selected publications

Journalism, editing and publishing

Fortune Arabia · Inc. Arabia · Arabian Business · CPH

Fortune Arabia, Inc. Arabia and Arabian Business: 2011-2017. Additional journalism at CPH. Editorial work across Lebanon and the Gulf, including Editor-in-Chief of Inc. Arabia. Experience in commissioning, interviews and managing print and digital editorial workflows.

2023

Digital content and SEO internship

Zerwaste

Developed an SEO plan; the project reached more than 12,000 page views and 5,000 unique users.

Education

2024-2025

Advanced Master of Space Studies

KU Leuven · Cum Laude

Thesis Strategic Communication in the Space Sector: How Storytelling Shapes Public Perception and Policy.

2024

Advanced Master of Digital Humanities

KU Leuven · Magna Cum Laude

Thesis Can Intelligent Digital Content Build Communities and Generate Leads in a B2B Environment?

2018-2021

Master of Western Literature

KU Leuven · Cum Fructu (passed with credit)

Thesis In Defense of Science Fiction: Can Sci-Fi Save the World?

Training

5-7 Oct 2026

Apocalyptic Ethics Lab

Hasselt / Genk, Belgium

Explored uncertainty and speculative futures through embodied and multispecies approaches, including a futures-wheel exercise on the Einstein Telescope.

25-26 Sep 2025

Space Journalism School

ESPI-LUISS · Rome

Selected as one of 20 participants.

Skills

Communication & digital marketing

Communication strategy, audience research, content strategy, SEO, copywriting and social media content.

Journalism & publishing

Editorial planning, commissioning, interviewing, editing, proofreading and print/digital publishing workflows.

Content production & platforms

WordPress, Drupal, Canva, Adobe tools, CapCut, HTML, CSS and JavaScript.

Digital research & analysis

Corpus-assisted discourse studies, text mining, R, Python, SQL, Gephi and Tableau.

Academic & technical writing

Literature reviews, research synthesis, academic writing, science communication, user guides and technical documentation.

Languages

Arabic

Native

English

C2

French

C1

Dutch

A2+

CEFR levels where applicable

Selected recognition

Best popular science paper for The Gut-Brain Axis .