

WORK EXPERIENCE

2019 – Present Senior English Copywriter, TBWA/RAAD, *Dubai, UAE*

Brands:

du, Nissan, Louvre Abu Dhabi, KFC, Mobily

2017 – 2019 Senior English Copywriter, J. Walter Thompson Riyadh, *Saudi Arabia*

2014 – 2017 English Copywriter, J. Walter Thompson Riyadh, *Saudi Arabia*

2011 – 2014 Junior English Copywriter, J. Walter Thompson Riyadh, *Saudi Arabia*

Brands:

Saudi Telecom Company (STC), The Saudi British Bank (SABB), Saudi Aramco, Flynas, Saudi Arabian General Investment Authority, Shell, L'azurde, Saco, Ma'aden, Jarir Bookstores, Almarai.

I live first and foremost for the creative idea. So, you'll mostly find me conceptualizing and generating ideas, managing the entire creative process from concept creation and client presentation to production, and - of course - crafting copy. I come up with creative concepts and write copy for all things advertising, ranging from Print, TV, Radio, and Outdoor to social media and online advertising. The potential specifically social media offers for brands and its light-hearted nature makes creating social activations and engagement ideas all the more exciting. All of this, however, would be half as fun without an ambitious and diverse team – a major ingredient of any great idea.

RECOGNITIONS

- 2019** Among Top 10 Writers in the region - The Black & White Report
- 2019** See It Be It participant at the Dubai Lynx Festival of Creativity
- 2018** Most Creative Creative of the Year - internal J. Walter Thompson award
- 2017** Among Top Writers in the region - The Black & White Report
- 2016** Among Top 10 Writers in the region - The Loeries

EDUCATION | TRAINING

- 2019** D&AD workshop titled 'Ideas, Ideas, Ideas'
- 2018** D&AD workshop titled 'Storytelling for Brands & Advertising'
- 2018** Facebook Blueprint Live workshop (competition winner)
- 2018** Instagram and the World Cup - Ramadan Edition
- 2017** D&AD workshop titled 'Writing for Advertising'
- 2012** D&AD workshop titled 'Writing for Advertising'
- 2006 - 2010** University of Hamburg, *Germany*
Bachelor of Science in Business Administration
Area of Concentration: Marketing and Media
Thesis Topic: Demarketing of unprofitable customers - an empirical analysis of customer reactions

SKILLS & QUALIFICATIONS

Computer skills:

Proficiency and appliance of MS Office, SPSS and Mac OS

Languages:

German (native language); fluent in: English, Arabic and French; Spanish (basic)