

EXPERIENCE

Creative Director	Ways Marketing	Sep. 2023 —
Associate Creative Director	Ways Marketing	Nov. 2022 - Sep. 2023
Senior Creative Copywriter	Ways Marketing	Mar. 2020 - Nov. 2022
Creative Copywriter	Ethos Interactive	Dec. 2018 - Feb. 2020
Creative Copywriter	Shift Marketing	July - Dec. 2018
Marketing and Promotions intern	Cumulus Media	May - July 2017
Copywriting Intern	Memac Ogilvy	August 2016

NOTABLE PROJECTS

- AlDawaa Pharmacy Rebranding Campaign
- RiyadhExpo2030 Bid Campaign
- Ministry of Transportation New Comm. Strategy
- Ministry of Defense Brand Campaigns Launch
- KUDU's 35 Years Anniversary
- Ministry of Culture's STT Launch Campaign

PROFESSIONAL SKILLS

- Creative/Insightful Thinking
- Strategic Planning
- Leadership Skills
- Problem-Solving
- Time Management
- Objective-Oriented
- Public Speaking
- Attention to Details

EDUCATION

- Iowa State University, (2014 - 2018)
BA; Advertising, Psychology and Philosophy. (Deans's List 2017)
- MAWHIBA, (2004 - 2008)
Foundation for Giftedness and Creativity.

AWARDS/CERTIFICATIONS



NOTABLE CLIENTS



LANGUAGES SPOKEN

- Arabic (Native)
- English (Fluent)
- Italian (Beginner)

REFERENCES

Mansour Sindi

Ways Marketing Solutions

Jay Newell

Iowa State University.

Ahmed Nazzal

Memac Ogilvy.

Rudolf Halabi

Shift Marketing.

Shelly Feldmann

Cumulus Media.

References' contact information will be provided upon request.