

Emad Adel Aldayel
Creative Copywriter, Professional license
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Professional Experience

Feb 2025 – Present

Creative Copywriter,
Onsor Mosha, Creative agency, Riyadh

Feb 2024

Visual Conceptualizer,
Onsor Mosha, Creative agency, Riyadh

Sep 2023

Creative officer,
Rightgrain, the creative side of food, Khobar

- Managed MO brand image; Responsible for brand creative direction, content creation, and customer experience.
- Brand communication management, responsible for social media, graphic design, photography, 3D contents, TikTok content.
- Collaborated with the team and partners to create MO brand identity & strategy.
- Created and managed MO winter campaign.
- Social media management and customer service.

Jan 2021

Project engineer
Rightgrain, the creative side of food, Khobar

- Supervised SEVEN brand concept interior design
- Designed our office

Experience - Freelancing

IKTVA project - Ultra **Dec, 2022**

- 3D visualization for Aramco IKTVA event.

THE FATES HOTEL TV series - Makzan7 **Mar, 2021**

- Production design for THE FATES HOTEL TV series.

AlNahda club - Phase **Aug, 2021**

- Interior design for Alnahda club

Ithra Tanween project - LINE CREATE **Jan, 2020**

- Booths designing for Aramco Tanween event.

Retal project - FOSHA creative **Dec, 2020**

- Video editing for Retal ad.

AIDawa pharmacy project - FOSHA creative**Aug, 2019**

- Directing AIDawa pharmacy ad video for mother's day

WATAD branding**Mar, 2018**

- Designing posts, product photography, editing
- social media management.
- social media campaigns.

KANYAMA VOLUNTEER TEAM**Apr, 2017**

- leading the external participations team.
- Designer, photographer, storyteller, kids mentor.

Education

Bachelor of Interior Architecture

IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY, Dammam, Eastern province

2015 - 2020**Skills**

- | | |
|------------------------|--------------------------|
| • Concept Development | • Art Direction |
| • Visual Communication | • Photography |
| • Digital Art | • Video Editing |
| • 3D Design | • Microsoft Office Suite |
| • Adobe Creative Suite | • Gaming |

Soft Skills

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|------------------------|------------------------|
| • Social intelligence | • Work-life balance |
| • Interpersonal skills | • Collaboration |
| • Creative thinking | • Teamwork |
| • Decision making | • Communication skills |
| • Problem solving | |