

CV



Khaled Amairy

Senior Creative Arabic Copywriter at Impact BBDO Dubai, United Arab Emirates

Contact Information

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Personal Information

Gender: Male
Nationality: Palestine/Turkish
Residence Country: Dubai, United Arab Emirates
Visa Status: Residency Visa (Transferable)
Marital Status: Married
Number of Dependents: 4
Employment Type: Employee
Employment Status: Full time
Notice Period: 2 months

Experience (15 Years, 6 Months)

Senior Arabic Copywriter

at Impact BBDO **Location:** Dubai, United Arab Emirates **Company Industry:** Advertising

Job Role: Writing/Editing September 2014 - Present

Responsibilities

- Involved in conceptualization and drafting copy of advertisements, brochures for client **Etisalat** and **Swyp** to be used across various forms of media.
- Developing Arabic content for TVC & Radio scripts and rendering Arabization services to enhance Arabic copy.

- Involved in development and presentation of storyboards of ideas. Collaborating with art directors for development of creative ideas.
- Coordinating with various support teams in ensuring smooth functioning of campaign operations.
- Involved in evaluating, editing and proofreading contents for spelling and grammar errors. Drafting press releases to generate awareness on new products.
- Conducting research and developing content for the social media based on client requirement, with a view to create interaction between the company and its target audience
- Ensuring that keywords are appropriately used throughout the content as a pre-requisite to rank higher and generate more traffic

Senior Arabic Copywriter

at DDB f.z. LLC **Location:** Dubai, United Arab Emirates **Company Industry:** Advertising

Job Role: Writing/Editing November 2011 - September 2014

Highlights • Acquired significant exposure in presenting various award winning campaigns for TVCs and radio.

Responsibilities

- Involved in development of TVC and radio scripts, concepts and rendering various types of Arabization services for enhancement of Arabic copy.
- Worked with the creative team in development of ideas and concepts for visual and verbal elements.
- Enhanced client satisfaction through prompt resolution of issues and other SLA parameters
- Catered to major clients like **Persil, Audi, Lipton, Cheetos, Johnson & Johnson, Neutrogena, Clean& Clear, Radio Mirchi, Sky Cargo, Wrigleys Extra, Carefree & Veedol Lubricants.**

Arabic Copywriter

at Focused LLC **Location:** Dubai, United Arab Emirates **Company Industry:** Advertising

Job Role: Writing/Editing October 2009 - September 2011

Highlights • Instrumental in successful and effective launch of HyperPanda and Emirates Investments.

Responsibilities

- Collaborated with the Creative and PR Services team to write, edit and proof creative copy and content for integrated campaigns.
- Evaluated and identified key product or service differentiators to work as source of information develop effective content to support client's Mission and seasonal campaign themes.
- Rendered Arabization services, developed TVC and Radio scripts based on client requirements. Evaluated work done by internal teams and external suppliers to ensure qualitative service delivery.
- Catered to major clients like **Hyper Panda, Dominos Pizza, Wendy's Burger, RAK Ceramic, Tecom, Gourmet Burger Kitchen, California Pizza Kitchen and Sharif Eye Centre.**

Arabic Copywriter

at Communique Advertising **Location:** Dubai, United Arab Emirates **Company Industry:** Advertising

Job Role: Writing/Editing September 2007 - September 2009

Highlights • Played key role in successful launch of Krispy Kreme.

Responsibilities

- Involved in understanding communication briefs, generating copywriting concepts and writing long copies in Arabic for various communication mediums.
- Designed selected concepts to produce powerful and persuasive communication messages or contents across various media based on client requirements.
- Ensured accuracy of contents aligned to organizational standards through effective proof reading.
- Rendered Arabization services, developed TVC and radio scripts for major clients like **Subaru, Pizza Hut, Hardees, KFC, TGIF, Krispy Kreme, Al Faraa Group, Al Ain Food & Grand Mill.**

Education

Certification / diploma, Radiography

Location: Damascus, Syria

Trainings

- 2000-2001, Graphic Designing software, Al Hadara Institute, Damascus

Skills

Development of Creative Solutions

Level:Expert | **Experience:** 10 years or less | **Last Used:** 1 month or less

Accurate Spelling and Grammar

Level:Expert | **Experience:**15 years or less | **Last Used:** 1 month or less

Writing Jingles, Poetries, Social Media & PR copy

Level:Expert | **Experience:** 15 years or less | **Last Used:** 1 month or less

MS Office Package: Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft Outlook

Level:Expert | **Experience:** 15 years or less | **Last Used:** 1 month or less

Adobe InDesign, Photoshop and Illustrator

Level:Expert | **Experience:** 9 years or less | **Last Used:** 6 months or less