



# AMAYRI

## Khaled

SENIOR ARABIC LEAD

### SUMMARY

Creative Arabic Copywriter and Team Lead with 18+ years of experience delivering impactful storytelling and culturally resonant campaigns. Skilled in managing cross-functional creative teams, leading large-scale projects across advertising, branding, and content creation for top brands and government entities. Passionate about blending creativity with strategy to drive meaningful engagement.

### PROFESSIONAL EXPERIENCE

#### Saatchi & Saatchi, Dubai, UAE

2023 - PRESENT

Senior Arabic Copywriter / Creative Lead

- Lead Arabic creative across ADCB, Al Hilal Bank, Visa, Cadillac Arabia, ADNOC/Oasis, Oreo, Subway, Ora and MOIAT.
- Managing designers and writers to deliver brand campaigns, content, and activations.
- Collaborate with strategy and design to sharpen brand voice and creative impact.

#### Visioneers, Dubai, UAE

MAR - DEC 2022

Head of Arabic & Creative Team Lead

- Managed Arabic editors, and designers for projects like the Abu Dhabi Space Debate and Annual Government Meetings.
- Delivered creative concepts, scripts, and social content aligned with cultural and governmental values.
- Oversaw project timelines, quality control, and cross-functional collaboration.

#### Impact BBDO, Dubai, UAE

SEP 2014 - FEB 2022

Head of Arabic & Creative Team Lead

- Managed Arabic editors and Copywriters to develop Arabic scripts and content for TVC, radio, social media, and print across global brands including - Etisalat, BMW and SWYP, partnered with creative teams to ensure culturally authentic and high-performing campaigns.
- Contributed to winning several major pitches and awards.

#### DDB f.z. LLC, Dubai, UAE

NOV 2011 - SEP 2014

Senior Arabic Copywriter

- Arabizing and localizing creative campaigns for major brands like Audi, Lipton, Cheetos, Johnson & Johnson, and Persil.
- Created TVC and radio scripts adapted for GCC and wider MENA audiences.

#### Multiple Boutique Agencies, Dubai, UAE

JUNE 2006 - NOV 2011

Designer & Arabic Copywriter

- Developed bilingual advertising copy for FMCG and hospitality clients like KFC, Pizza Hut, Subaru, and Krispy Kreme.

### CONTACT

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### SKILLS

- Creative Conceptualizer
- Managing Copywriters & Creative Teams
- Strategic thinking
- Cultural Localization
- Brand Voice & Tone Development
- Award-Winning Creative Execution

### EDUCATION

DAMASCUS, SYRIA

Diploma in Radiography

### AWARDS

- Cresta Awards - 2020
- Dubai Lynx Awards - 2020, 2021

### LANGUAGES

- English (Perfect)
- Arabic (Native)
- Turkish (Basics)