

EXPERIENCE

FP7 McCann Dubai

Associate Creative Director

January 2025 – Present

Managed L’Oréal Paris and Nestlé Creative Unit by mentoring younger Creatives, leading presentations and productions all while fostering client relationships.

Pitches Won: Nestlé Professionals, Commercial Bank of Dubai

Clients: L’Oréal Paris, Jordan Tourism Board, Purina, Nestlé Professionals, Koko Krunch, Puck, Mastercard, Kinder

Freelance Dubai

Senior Copywriter

November 2022 – December 2024

Took some time to travel the world and work here & there when necessary.

Earned spot on The Drum’s ranking of The World’s Most Awarded Copywriters, as a freelancer.

Agencies: Impact BBDO, Leo Burnett, Saatchi & Saatchi, Memac Ogilvy, FP7, VML

Pitches Won: Ferrero Rocher, Mondelez, Majd Al-Futtaim, Al-Nakhla

Clients: Etihad Airways, Ferrero Rocher, Dubai Tourism, e&, Dove, Majd Al-Futtaim, Mondelez

Saatchi & Saatchi Dubai

Senior Copywriter

January 2022 – October 2022

Achieved lifelong dream of selling through award-winning idea featuring puppies.

Clients: Visa, Oreo, Citibank

Memac Ogilvy Dubai

Copywriter

July 2019 – January 2022

Helped agency secure rank of #7 creative agency in the world on WARC Creative 100.

Clients: Dove, d3, IKEA, KFC, Volkswagen, Coca-Cola, Accor Hotels, Mondelez, Emirates NBD

The Collective by TBWA/Chiat/Day Los Angeles

Copywriter

May 2018 – June 2019

Reveled in the presence of some Creative legends (and their dogs).

Clients: AT&T, McCafé, Pro Bono

RPA Los Angeles

Copywriter

March 2015 – April 2018

Secured first new business win with my own concept and copy. Celebrated “appropriately”.

Pitches Won: Pocky

Clients: ARCO, ampm, Pocky, Farmers Insurance, Newport Beach Film Festival, Honda, Intuit QuickBooks, Tempur-Pedic

AWARDS & HONORS

Cannes Lions

1 Grand Prix
4 Bronze
17 Shortlists

One Show

1 Shortlist

Effies

1 Silver
2 Bronze

Dubai Lynx

1 Grand Prix
5 Silver
5 Bronze
8 Shortlists

Loeries

1 Bronze
2 Craft Certificates

Addys

1 Silver
2 Bronze

EDUCATION

DePaul University

B.A. Public Relations and Advertising

