ALISAR DAHER

ASSOCIATE CREATIVE DIRECTOR

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Barcelona, Spain

ABOUT ME

As an Australian-Lebanese copy and creative supervisor based in Barcelona, I bring over a decade of experience in conceptual work within the advertising industry. My diverse background and international experience have shaped me into a dynamic storyteller and creative leader, skilled at overseeing teams and crafting compelling narratives that engage and inspire across multiple platforms.

EDUCATION

MASTER OF ARTS
AMERICAN UNIVERSITY OF BEIRUT
2017

Media & Cultural Studies
High Distinction GPA: 4.0

BACHELOR OF BUSINESS ADMINISTRATION
AMERICAN UNIVERSITY OF BEIRUT
2013

Emphasis: Marketing
Minor: Political Science

OTHER TROPHIES

Won awards from the Creative Floor Awards, Cannes Lions, MENA Effie, Dubai Lynx, and Aspid with J. Walter Thompson, Leo Burnett and Omnicom Health Group

Trainer at the Media & Digital Literacy Academy of Beirut (MDLAB) at AUB

Panelist discussing Women Confronting Gender Discrimination in Media, Art & Communication - MDLAB 2018 at LAU

A fellow of SAC 09 Salzburg Academy on Media and Global Change

Author of *The Road to Africa*

LANGUAGES

- ENGLISH
- ARABIC
- SPANISH
- FRENCH

LINKS

Portfolio: http://www.memoirsofacopywriter.com

Linkedin: https://www.linkedin.com/in/alisar-daher/

WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR
OMNICOM HEALTH SPAIN | BARCELONA
JAN 2026 - PRESENT

- Led the international creative team on all global campaigns for MSD, J&J, Medtronic Diabetes, and other major healthcare brands.
- Developed market-tailored messaging aligned with brand and regulatory requirements.
- Partnered with cross-functional and client teams to shape strategic direction and ensured consistent, high-quality execution across channels and markets.

INTERNATIONAL COPY SUPERVISOR
OMNICOM HEALTH SPAIN | BARCELONA
JAN 2024 - DEC 2025

- Supervised copywriters, junior designers, and creatives across global healthcare and pharma accounts
- Ensured brand consistency, conceptual strength, and creative excellence across all deliverables
- Led work for major brands including MSD / Merck & Co., Keytruda, Johnson & Johnson, Sandoz, Pfizer, Grifols, and STAAR Surgical

INTERNATIONAL SENIOR COPYWRITER
OMNICOM HEALTH SPAIN | BARCELONA
MAR 2022 - DEC 2023

- Crafted creative copy and content for global healthcare brands across the UK, EU, US, and EMEA.
- Developed creative concepts and campaigns for brands like Keytruda, EVO ICL, Xembify and Omnitrope.
- Enhanced brand narratives and delivered engaging stories across diverse therapeutics.

SENIOR ENGLISH COPYWRITER
WUNDERMAN THOMPSON | DOHA, QATAR
APR 2021 - MAR 2022

- Developed creative campaign ideas for top-tier clients in Qatar and the MEA region, including Vodafone and Aljazeera.
- Enhanced brand identity and boosted audience engagement for Alfardan, Msheireb Properties and other premium brands.

PART-TIME CREATIVE COPYWRITER
AL-OSTOURA | KUWAIT CITY
JUL 2021 - SEP 2022

- English & Arabic Copywriting for online and offline media

MARKETING MANAGER & COPYWRITER
AL-OSTOURA | KUWAIT CITY
AUG 2020 - JUL 2021

- Led marketing team to boost luxury fashion visibility for brands like Dries Van Noten, Etro, Alberta Ferretti, Emilio Pucci, Jil Sander, Maison Margiela, Acne Studios, Loewe, Issey Miyake, Pleats Please, Junya Watanabe, among others.
- Managed engaging English & Arabic content for top fashion houses.

CREATIVE WRITING INSTRUCTOR
LEBANESE AMERICAN UNIVERSITY | BEIRUT, LEBANON
AUG 2018 - DEC 2021

- Taught a 3-credit undergraduate course on "Writing for Advertising & PR" with a focus on practical copywriting skills for both online and offline media, enhancing students' conceptual, creative, and strategic thinking skills.

WRITER
LEO BURNETT | BEIRUT, LEBANON
FEB 2018 - OCT 2020

- Developed creative copy for over 30 prominent global and regional brands including Johnny Walker, Nestle, McDonald's, Cadbury, Sling, Pampers, and UNICEF, boosting brand visibility and recognition.
- Enhanced brand visibility with bilingual Arabic & English content.
- Delivered creative concepts for distinguished global clients.

COPYWRITER
J. WALTER THOMPSON | BEIRUT, LEBANON
JUN 2015 - JAN 2018

- Spearheaded English copywriting for the PR and Creative Departments, delivering impactful articles, editorials, interviews, speeches, press releases, and web content for the EMEA and Levant.
- Developed engaging content for brands like Ericsson and Zain Iraq.
- Implemented effective PR strategies and crisis management solutions.

GRADUATE RESEARCH ASSISTANT
AMERICAN UNIVERSITY OF BEIRUT | BEIRUT, LEBANON
JUN 2014 - AUG 2015

INTERNSHIPS

ACCOUNT MANAGEMENT TRAINEE
THOMSON REUTERS
AUG 2013 - SEP 2013

MARKETING INTERN
L'ORÉAL LEVANT
JUN 2012 - SEP 2012

AFTER HOURS

WRITER, AMATEUR PAINTER AND PHOTOGRAPHER, BOOKWORM, BACKSEAT GAMER, WANDERER