



# ALISAR DAHER

BILINGUAL COPYWRITER

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daheralissar@gmail.com

## 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 MENA Effie, Dubai Lynx and Cannes Lions with both J. Walter Thompson and Leo Burnett

Author of *The Road to Africa*

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

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

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

## AFTER HOURS

POET, AMATEUR PAINTER AND PHOTOGRAPHER, BOOKWORM, WANDERER

## LANGUAGES

ENGLISH

ARABIC

SPANISH

FRENCH

## WORK EXPERIENCE

### SENIOR ENGLISH COPYWRITER - FREELANCER

WUNDERMAN THOMPSON | DOHA, QATAR  
APR 2021 - PRESENT

Brands:

Vodafone, Aljazeera, Alfardan Group, Msheireb Properties, beIN, among others

### PART-TIME FREELANCE COPYWRITER

AL-OSTOURA | KUWAIT CITY  
JUL 2021 - PRESENT

English & Arabic Copywriting

### MARKETING MANAGER & COPYWRITER - FREELANCER

AL-OSTOURA | KUWAIT CITY  
AUG 2020 - JUL 2021

- Managing the marketing department and a team of 5
- English and Arabic copywriting
- Community Management

Fashion Brands:

Lanvin, Chloé, Balenciaga, Stella McCartney, Dries Van Noten, Etro, Alberta Ferretti, Emilio Pucci, Marni, Jil Sander, Maison Margiela, Acne Studios, Loewe, Issey Miyake, Pleats Please, Junya Watanabe, among others.

### CREATIVE WRITING INSTRUCTOR

LEBANESE AMERICAN UNIVERSITY | BEIRUT, LEBANON  
AUG 2018 - PRESENT

3 credit course on "Writing for Advertising & PR" teaching students the basics of copywriting for all types of online and offline media

### WRITER

LEO BURNETT | BEIRUT, LEBANON  
FEB 2018 - OCT 2020

Conceptualization, ideation and Arabic & English Copywriting for more than 30 brands including:

ABC, Abaad, Alfa telecom, Almaza, Abu Dhabi DCT, Bank Audi, Basic Outlet, beIN, Bubbly, Cadbury, Côte d'Or, Exotica, Halls, McDonalds, MEA, Nestle Waters, Nutella, Leo Milka, Philip Morris, Picon, Sling, Dish, Smirnoff, Sohat, Total, Trident, UNDP, UNICEF, UNHCR, Waterfront City, among others.

### GRADUATE RESEARCH ASSISTANT

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

### COPYWRITER

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

Dual Position:

- Head of English copywriting in PR, writing articles, editorials, interviews, speeches, press releases and website copy as well as coming up with PR strategies, crisis management solutions and creative ideas
- English & Arabic copywriting in the creative department for all types of media, ranging from TV to outdoor and social media

Brands include: Zain Iraq, Touch, ABC, Red-bull, Heineken, TDHC, Ericsson, HMD NOKIA, Inkript, Volvo, Bou Khalil Supermarket, RGH, NIKE, Roadster diner, CME, Royal Financials, Ajjalouna, Al-Markazia (Jordan) among others.

## INTERNSHIPS

### ACCOUNT MANAGEMENT TRAINEE

THOMSON REUTERS  
AUG 2013 - SEP 2013

### MARKETING INTERN

L'ORÉAL LEVANT  
JUN 2012 - SEP 2012

## LINKS

Portfolio:

<http://www.memoirsofacopywriter.com>

Linkedin:

<https://www.linkedin.com/in/alisar-daher/>