

YASMIN OSMAN

COPYWRITER



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Al Rashidiya, Dubai, UAE

ABOUT ME

Creative Copywriter with over four years of experience crafting clear, engaging, and on-brand English content. Skilled at aligning messaging with business objectives, maintaining brand voice, and transforming complex concepts into compelling narratives, I specialize in content strategy, storytelling, and communications management to enhance reputation and build audience trust.

Experienced in voice-of-customer research, SEO-driven content, proofreading and editing, I apply persuasive, audience-focused messaging across websites, social media, email campaigns.

I thrive in collaborative environments, working with clients, designers, and teams to launch successful initiatives. I am eager to contribute to a leading organization by delivering high-quality content that supports strategic objectives and resonates with both local and international audiences, particularly within the GCC market.

SKILLS

- Content Development and Strategy
- Voice-of-customer research and competitive analysis
- Alignment with content strategy, tone of voice, and brand guidelines
- Content planning, scheduling, and delivering within deadlines
- Editing, Quality & Process Management
- Proficiency in MS Office
- Proofreading, editing, and optimizing content for clarity and accuracy
- Creating and maintaining brand style guides
- Managing workflows, deliverables, and timelines
- Familiar with GCC cultural and communication norms

COURSES

Conversion Copywriting Training
Copy School
Jan 2022

Direct Response Marketing
Copy Posse
Jan 2021

Case Studies & Interviewing Clients
Proof Sells
Jan 2023

Proofreading and Editing Diploma
Centre of Excellence
Jan 2021

Teaching English to Speakers of Other Languages (CELTA)

WORK EXPERIENCE

Freelance Copywriter

Self-employed | Remote | Jul 2021 - Present

- Collaborated with entrepreneurs, coaches, and creative businesses to develop copy rooted in research and strategy.
- Delivered messaging that strengthens brand identity, builds trust, and supports overall business and sales objectives.
- Wrote and optimized website copy, case studies, social media posts, product descriptions and email campaigns that helped clients increase engagement and generate inbound leads.
- Conducted voice-of-customer research through surveys, forums, interviews, and social media to uncover insights, conduct data mining and shape persuasive messaging frameworks.
- Developed brand messaging guides and tone of voice documents to ensure consistency across digital channels.
- Collaborated with designers and marketing teams to produce UX-friendly copy that guided users toward key actions.
- Produced SEO-optimized web content and product descriptions that improved search visibility and click-through rates.
- Proofread and edited and refined marketing content to align with brand voice, enhance readability, and connect emotionally with target audiences.
- Improved a wellness brand's email engagement by 40% through strategic refinement of subject lines and value-led messaging aligned with overall communication objectives.
- Delivered brand voice development and website copy for a Dubai-based coach, ensuring consistency with brand standards and contributing to a 20% increase in qualified client enquiries.
- Manage multiple projects simultaneously while adhering to tight deadlines and maintaining quality.
- Utilize content management systems to update digital content as needed for client websites.
- Track and analyze content performance metrics to advise on strategy adjustments and improvements.
- Stay current with industry trends and competitor activities to create innovative copy strategies.

ESL Teacher

Action West London, The Doughnut Factory | Acton | Sep 2019 - Feb 2021

- Developed and implemented comprehensive lesson plans for pre-entry Level 1 ESL students, enhancing their reading, writing, and listening skills.
- Tailored instructional materials and methods to accommodate diverse learning styles and needs, ensuring accessibility for all students.
- Actively incorporated student feedback to refine lesson content, increasing engagement and ensuring the relevance of teaching materials.
- Utilized a variety of teaching formats, including online platforms, to deliver content effectively and maintain student interest.
- Monitored student progress through detailed reporting, demonstrating a commitment to achieving educational outcomes.
- Crafted engaging educational content by weaving in students' interests and life experiences, fostering a connection to the material and enhancing retention.

EDUCATION

Proof Sells - Case Studies & Interviewing Clients
2023

Copy School - Conversion Copywriting Training
2022

Centre of Excellence - Proofreading and Editing Diploma
2021

Copy Posse - Direct Response Marketing
2021

CELTA - Teaching English to Speakers of Other Languages
2017

BSc (Hons) English Language & Linguistics
University of Westminster | 2016

LANGUAGES

English

Arabic

REFERENCE

References available upon request