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Yasmine Dalloul

Creative Writing • eCommerce Copywriting • Articles and Blogs • Web Content Creation • Editing eBook Content  
Creation • Email Marketing • Newsletters  
Wordpress • Google Analytics • Facebook Ads • InCopy • Klaviyo • Later • Asana • MS Office

## LANGUAGES

English (Fluent) • Arabic (Fluent) • French (Advanced)

## EDUCATION

BA English Literature Concordia University, Montreal, Canada (2012)

### Copywriter Youville Haussmann Park, March 2021 - Dec 2021

- Content copywriter for Vuse Canada
- Campaign building for traditional, brand and digital teams
- CRM and social media copywriting and content creation
- Product launch campaign content creation, product naming
- PR copywriter for bioMérieux Canada
- Blog writing and research on infectious diseases and diagnostics
- Social media captioning

### Copywriting and Creative Writing Freelance, 2016- Present

- Fitolio App- March 2021 - July 2021: Copywriting all of app's pages and website
- Kitschy the Agency/ UGC Shop - February 2020- April 2021: Internal and external web content and content marketing.
- Creative TRND - September- December 2020: Article content creation for various clients.
- Maha Ghalayini- March 2017-Jan 2019: Product descriptions and web content.
- OVO Restaurant - May 2016-Feb 2019: Menu and web copywriting
- Tamara Qaddoumi - Nov 2016-Feb 2019: Bio copywriting, press releases and emails.

Visit my portfolio to view work I've done for other clients.

### Senior Copywriter Media Burn/ Evo Marketplace, Montreal Oct 2018 - Dec 2019

- eBook content creation\*
- Created copy for internal and external projects: web content, eComm stores, landing pages etc.
- Managed projects and client satisfaction on several lifestyle accounts
- Mastered Facebook-friendly ad copies
- Mastered content marketing: Email and newsletter content creation, advertorials and blog posts and pre-sells
- Liaised with web developer to design landing pages and e-Commerce stores for most clients

### Staff Writer+Assistant Editor bazaar Publishing, Kuwait Sept 2015 - July 2018

- Created original content for print and web magazine monthly (Features, advertorials, restaurant reviews)
- Edited all content on a monthly basis
- Conducted interviews bilingually
- Coordinated sponsorship of The Taste of Q8 food festival (2016-2017)
- Promoted to Assistant Editor (2017)
- Created longstanding column *bazaar Tries*
- Wrote content for and edited 3 consecutive dining guides (2015-2017)

### Copywriter Beyond the Rack, Montreal Nov 2013 - June 2015

- Wrote product descriptions for individual SKUs
- Promoted to luxury brands content specialist (2014)

## REWARDS

- Emerging Artist Grant - Canada Council of the Arts - August 2021

## PUBLISHED WORKS

- Old Wives - Mythology from the Rock - Engen Books - April 2021
- Za'atar Grows in Palestine - A Matter of Taste - Koffler.Digital, Toronto - July 2020
- Various as "Yasmine Dalloul" for Time Out Montreal
- Various as "Bazaar Staff" - Bazaar Magazine, Kuwait - 2015- 2018
- East Meets West - SCOPE Magazine, Toronto - 2015

Visit my portfolio for other pieces I've had published.