


Reham Adel

Creative Copywriter

 01124116502

 Rehamadel209@gmail.com

 LinkedIn

EDUCATION

Bachelor Degree in English Languages and Literature
Cairo University | 2018-2022

Digital Marketing Professional Track
Udacity | 2021

SKILLS

- Management Skills
- Microsoft Office
- Research Skills
- Creative Writing
- Time Management
- Adaptability
- Communication
- Storytelling
- Attention to Details

LANGUAGE

- English – Fluent
- Arabic – Native

PROFESSIONAL SUMMARY

Results-driven and detail-oriented Writer with experience in producing high-quality content. Adept at researching, writing, and editing articles on diverse topics, ensuring clarity, accuracy, and engagement. Strong ability to meet deadlines, collaborate with editorial teams, and adapt to different writing styles. Proven track record of creating compelling stories that resonate with target audiences and support organizational goals. Passionate about continuous learning and staying up-to-date with industry trends.

WORK EXPERIENCE

Creative Copywriter | Dec 2025–Present

Generator Design Agency

- Develops clear, compelling copy across digital, social, and campaign platforms, translating brand strategy into engaging storytelling.
- Shapes tone of voice and messaging systems to strengthen brand identity and connect meaningfully with target audiences.

Staff Writer | May 2024–Nov 2025

Enigma Magazine

- **Research and Content Creation:** Conducted thorough research to create engaging and timely articles, staying up-to-date with the latest news and trends. Consistently contributed innovative ideas for magazine features, ensuring the content aligned with editorial goals.
- **Interviewing and Event Coverage:** Organized and conducted interviews with industry professionals and key figures, capturing insightful content for articles. Successfully covered and participating in high-profile events like the Golden Globes tribute in Cairo, providing in-depth reporting for both print and online platforms.
- **Digital and Print Publishing:** Wrote, edited, and published articles across both the magazine's print and digital platforms. Managed monthly website uploads, ensuring fresh content was consistently available, while meeting tight deadlines and responding to editorial direction from senior editors.

Administrative Assistant | March 2021– April 2024

Jufa Medical hub

- **Administrative Support and Client Relations:** Greeted visitors, assisted doctors, managed appointment calendars, and followed up with clients to ensure smooth office operations and high customer satisfaction.
- **Feedback and Process Improvement:** Analyzed company services, provided feedback to management, and helped clients understand service strengths while addressing concerns to enhance customer experience.
- **Event Participation and Coordination:** Assisted with event logistics and client interactions, ensuring the successful execution of company events and improving brand visibility.