

NADA AHMED

Senior Copywriter & Content Strategist | Executive Communications | EN/AR Bilingual

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PROFESSIONAL PROFILE

Senior copywriter and content strategist with 4+ years of experience crafting authoritative, on-brand communications for global organisations. Proven track record supporting C-suite and executive leadership with high-stakes corporate copy, press releases, thought leadership, and stakeholder communications. Bilingual in English and Arabic, with deep expertise in real estate, luxury, and lifestyle sectors. Adept at translating complex business objectives into compelling narratives that elevate brand reputation and drive engagement across all channels.

WORK EXPERIENCE

Bilingual Copywriter | Al-Futtaim Group — Blue Rewards App, Dubai Sep 2025 – Present

- Serve as the primary copywriter for a major UAE conglomerate, producing English and Arabic content across app, website, CRM, social media, PR, and internal communications.
- Draft and publish press releases, corporate announcements, and executive communications on behalf of senior leadership.
- Write and edit high-impact marketing copy including landing pages, blogs, scripts, email campaigns, SMS, push notifications, and in-app microcopy.
- Lead content strategy and messaging for major product launches, activations, and seasonal campaigns, ensuring tone is aligned with boardroom-level brand positioning.
- Maintain a consistent, authoritative brand voice across all customer and internal touchpoints.
- Collaborate cross-functionally with marketing, design, product, PR, and CRM teams to deliver integrated content strategies on time and at scale.
- Apply analytics, behavioural insights, and A/B testing to continuously optimise messaging, engagement, and conversion.

Digital Marketing & Trading Executive | Frasers Group, UK Nov 2024 – Aug 2025

- Produced product, promotional, and campaign content across digital platforms for a portfolio of premium and luxury retail brands.
- Supported large-scale launches and seasonal campaigns, coordinating content, pricing, and asset rollouts across multiple brand channels.
- Analysed customer behaviour, sales performance, and merchandising data to identify and implement optimisation opportunities.
- Prepared and delivered weekly and monthly performance reports with clear, executive-ready insights for senior stakeholders.
- Ensured accuracy, consistency, and brand alignment across all live digital updates.

Marketing & Operations Coordinator | Paralimi, University of Nottingham, UK Jul 2022 – Oct 2024

- Developed and managed multi-channel social media content aligned with brand positioning, audience interests, and campaign objectives.
- Supported content planning, monthly editorial calendars, daily scheduling, and creative execution across digital channels.
- Conducted competitor analysis, audience research, and industry trend monitoring to inform content direction and messaging strategy.
- Produced accurate performance reports using internal systems and Excel to support data-driven decision-making.
- Managed high-volume content workflows with strong attention to detail, deadlines, and editorial accuracy.

EDUCATION

MA Fashion Management with Marketing — De Montfort University, Leicester, UK | 2022

BA (Hons) Advertising & Marketing Communications — De Montfort University, Leicester, UK | 2020

CORE SKILLS

Executive & Corporate Communications: Press releases, CEO/Chairman messaging, thought leadership, stakeholder communications, board-level copy

Copywriting & Content Strategy: Corporate, marketing & social copywriting, brand voice management, editorial consistency, campaign narratives

Bilingual (EN/AR): Full professional proficiency in English and Arabic across all content formats

Real Estate & Luxury Sectors: Property marketing copy, development launches, luxury lifestyle brand content

Digital & CRM: Email marketing, CRM messaging, social content, content calendars, SEO, UX writing, microcopy

Performance & Reporting: A/B testing, content performance analysis, Google Analytics, Power BI

Tools: ContentSquare, Google Analytics, Power BI, Meta Business Suite, TikTok Ads, Canva

BRAND & PROJECT EXPERIENCE

Delivered digital, corporate, and content projects for globally recognised brands including:

Gucci | YSL | Balenciaga | Burberry | Off-White | Fendi | Givenchy | Prada | Versace | Valentino | Adidas | Nike | Lexus | Toyota | Marks & Spencer | Ted Baker | IKEA