

FATEH SAKKAL, MS

COPYWRITER | MARKETING & COMMUNICATIONS STRATEGIST

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PROFESSIONAL SUMMARY

Seasoned marketing strategist, growth catalyst, and communications expert with over eight years of experience developing narrative-driven marketing content rooted in the science and art of storytelling. Authors persuasive copy that resonates with diverse audiences, reinforces brand messaging, and compels action. Founded and marketed a successful resume writing website in 2017, growing into a thriving business in a highly competitive market. Exceptional writing and communication skills; authors executive communications, articles, blog posts, digital ads, and marketing content that elevate and differentiate brands from their competitive peers.

CORE COMPETENCIES

- Internal/External Communications
- Content Marketing & Copywriting
- Story & Narrative Development
- Editing & Proofreading
- Graphic Design Expertise
- AP & APA Writing Styles
- Keyword & ATS Optimization
- Content Planning & Development
- Exceptional Research Skills
- Career Coaching & Counseling
- Project Lifecycle Management
- Article & Blog Writing
- New Client Acquisition
- Search Engine Optimization
- AI-Assisted Writing Expert

PROFESSIONAL EXPERIENCE

Storeyline Resumes (www.storeylineresumes.com) • Remote • 2020 to Present

Top 3 resume writing agency and #1 most searched writing company on LinkedIn. Delivered 300K+ resumes over 24 years.

Senior Resume Writer

Engaged with clients at the management, executive, and C-suite levels, authoring ATS-optimized resumes, cover letters, biographies, and LinkedIn profiles for a diverse range of industries and global markets. Analyzed career questionnaires to gain an in-depth understanding of client qualifications, history, and experience before translating into clear, persuasive resume copy aligned with each client's career goals and long-term professional objectives.

- **Authored approximately 4,032 resumes** (including cover letters and LinkedIn profiles) over a five-year period.
- Extracted relevant data and candidate information, synthesizing into metrics-based achievements and strategically demonstrating an increasing pace of professional accomplishments.
 - *Integrated a healthy balance of hard and soft skills, presenting a well-rounded picture of candidate skills, abilities, and qualifications.*
- Recognized by the owner for consistently identifying and capitalizing on cross-selling or up-selling opportunities; personally contributed thousands of dollars in incremental revenue.
- Strong customer service skills; maintained a **99%+ customer satisfaction** and retention rate throughout tenure.
- Compiled 3-5 target job descriptions per client, incorporating 10-20 keywords to create ATS-optimized resumes.

Ampresume (www.ampresume.com) • Remote • 2017 to 2025

Ampresume provides compelling resumes, cover letters, and LinkedIn profiles for a global customer base.

Founder | Sole Proprietor

Established and marketed an online resume writing business, orchestrating all web design, copywriting, SEO, and content creation efforts to build an authoritative website with a global presence. Developed and managed multiple Google Ads campaigns to generate high-quality leads and expand online visibility. Owned and continually optimized the entire customer journey, from initial contact through lead management, sales, interviewing, resume writing, and delivery.

- Authored high-impact, story-driven resumes that increased interview requests by up to 300%.
- Developed narrative-driven LinkedIn makeovers that amplified online visibility.
- Built a broad portfolio of **200+ satisfied clients** with glowing reviews, testimonials, and references.

www.fatehsakkal.com • Remote • 2017 to 2022

Online provider of copywriting services, including web, email, advertising copy, script writing, and SEO services.

Freelance Copywriter

Authored conversion-driven web, sales, and video script copy for global B2B clients. Conducted in-depth research and interviews, working with client teams, contractors, and creative professionals to create SEO-optimized marketing collateral for each target segment. Led content planning, design, development, and activation efforts in a time-sensitive environment. Ensured 100% compliance with brand standards (tone, voice, style, and values) in all content creation efforts.

- **Successfully completed five websites**, each with up to 30 unique pages, in as little as two months.
 - Authored copy for a number of high-visibility global websites, including *iResearch Services* and *Ampresume*.
- Grew organic web traffic **by up to 300%** for select clients.
- Developed authoritative marketing copy, blog posts, brochures, ads, and other marketing collateral, positioning businesses as industry leaders.



Advanced Vision Morocco • Casablanca, Morocco • 2017 to 2020

Multi-million-dollar contracting company specializing in electromechanical works with projects spanning the MENA region.

Marketing Executive

Designed and executed cohesive marketing strategies to generate web traffic, build brand awareness, and drive service adoption. Authored informative, compelling, and persuasive copy and content to educate target audiences, effectively articulating the company's unique value proposition and differentiating factors to fuel business growth.

- Enhanced the reach and impact of marketing efforts; reduced web bounce rates by up to 45%.
- Funneled high-quality leads to the sales team; successfully **doubled organic traffic** over a 12-month period.
- Optimized websites for search engine visibility, injecting them with SEO-friendly copy that drove user engagement.

ADDITIONAL ROLES

Ashford University Online & Everest University Online | Financial Planner (2013 to 2016)

Flodira Atlantic University | Graduate Assistant (2012 to 2013)

Freelance | Construction Manager (2003 to 2011)

EDUCATION & QUALIFICATIONS

FLORIDA ATLANTIC UNIVERSITY – Boca Raton, FL
Master of Science (MS) in Economics

AMERICAN UNIVERSITY OF BEIRUT - Beirut, Lebanon
Bachelor of Business Administration (BBA)

Software: Google Docs, MS Office Suite (Word, Excel, PowerPoint), Grammarly, Slack, ATS Tools, Canva, LinkedIn, Dropbox, AI Tools, Photo & Video Editing Software, WordPress

Languages: English (Proficient), Arabic (Proficient), French (Conversational)