

I am a bilingual content and media specialist who finds joy in writing, editing, translating, and actively learning.

Work Experience

Content Specialist (English & Arabic)

Nov 2018 – Present

Algorythma (a subsidiary of **ADFG: Abu Dhabi Financial Group**) – Abu Dhabi

- Writing **marketing and PR content** for 9 clients; Krypto Labs, Saal.ai, Laboxatory, Curio, Abjadiyat, Maisonette, Investera, Swan, Algorythma, and previously Alef Education, whose industries span across AI, retail, space sciences, finance, real estate, healthcare, education, and more.
- Writing **press releases, articles, and ghostwriting interviews published in newspapers** and magazines such as WAM, Gulf News, Khaleej Times, CEO Middle East, Al Bayan, Zawya, Al Khaleej, etc.
- **Securing Arabic and English media coverage** for events, press conferences, and news.
- Writing **SEO-optimized blog articles**, web content, **speeches** for major conferences and events, **opinion pieces**, video scripts, emailers, formal invitation letters to government entities, flyers, brochures, presentations, Google ads, and relevant offline/digital marketing content.
- Regularly **researching** the latest insights to write content that positions our clients as thought leaders in their industries.
- Previously writing, and currently assisting with social media calendars for all clients.

2018

Bilingual Copywriter (English & Arabic)

Apr 2018 – Nov 2018

Bruce Clay – Dubai

- Translated and proofread social media posts for **Smart Dubai** and **Toshiba** across platforms.
- Wrote and translated digital content for **Dubai Tourism** (DTCM).
- Wrote long blog articles, conducted SEO research, and translated content for **Johson&Johnson's** accounts; **Neutrogena**, **Johnson's Baby**, **Johnson's Adult**, **Aveeno**, **Carefree**, **Desitin**, and **Listerine**.
- Wrote web content, blog articles and translated digital content for more clients including; **DAMAC Properties**, **Sharaf DG**, **McDonalds Arabia** (Saudi), **Al Rawabi**, **The First Group**, **Nayomi**, **LG** and more.

2017

Creative Copywriter (English & Arabic)

Oct 2017 – Apr 2018

Herald Land & **Oxford Property Investments** – Dubai

- Wrote content regularly; email campaigns, brochures, fact sheets, quarterly newsletters, Google ads, exhibition stands, subtitles, and blogs.
- Supported with video-editing for company events.
- Proofread and translated all content from English to Arabic and vice-versa.
- Main achievements: wrote the company's slogan and was promoted after 3 months of joining.

Linguistics Research Assistant

Oct 2015 – Jun 2017

University of Sharjah – Sharjah

- Researched second language learning and language functions for second-language English speakers.
- The main project was compiling a dictionary available in Arabic and English.
- Translated research into Arabic while assisting in academic research papers.

Freelance Social Media Executive

Oct 2015

Mojo Group, **Eye on Earth** summit – Abu Dhabi

- Worked with the Mojo Group's social media team to live-tweet the 3-day international Eye on Earth summit through the summit's official twitter account – covering the event in real-time.

2015

Columnist

Jan 2015 – Mar 2017

[TEMPO Magazine](#) – Abu Dhabi

- Wrote monthly book reviews and book recommendations in my column titled Talking Books.

As a university student, I interned as a content contributor and journalist for [Abu Dhabi World](#) magazine for 2 months – and wrote 4 independent pages and 1 cover feature.

I also worked as an English teacher intern for 4 months in Sharjah while pursuing my bachelor's degree, teaching grammar and reading to 6th-grade second-language students.

Bachelor of Arts – English Literature and Translation

University of Sharjah, UAE

CGPA: 3.56

Completed a 4-year university course in only 3 years while maintaining a high GPA

IGCSE – AS Level – British System

Al Nahda National School, Abu Dhabi, UAE

Languages

Arabic — Native

English — First Language



Extra-Curricular Achievements

Participating Internationally in Model United Nations – 9 conferences, 5 cities

I've traveled to Europe for Harvard MUN, Asia for NUST MUN and across the UAE, from AUS to Paris-Sorbonne, meeting UN diplomats and ministers, all through Model United Nations – and joined 9 conferences in 5 cities within 5 years, as a delegate, a chair, and an Under-Secretary-General.

Winning National Creative Writing Competitions

Passionate about writing, I won many poetry competitions at university by regularly performing on stage and published creative pieces in university magazines. I also **won the Sharjah International Book Fair report writing competition** in 2016.

Peer Health Educator with UNICEF – 2 years & 7 months

I was one of the handful of university students to work under the **UNICEF HIV/AIDS awareness campaign across the UAE** for a period of 2 years and 7 months from 2014 to 2017. Throughout, we attended several workshops and received training by UNICEF and the **World Bank**. As a team, we organized various events (such as tournaments, seminars, and competitions), and my role was mainly to write briefs of these events for the media to publish in Arabic.

How did these extra-curricular activities help shape me?

They all taught me the importance of teamwork to achieve a common goal – whether it be to raise awareness with UNICEF, win at sports competitions (in volleyball and badminton teams over 10 years), perform poetry in front of a large audience or organize an international MUN conference. These experiences honed my skills at working independently and in a team.

My hobbies include reading, writing, editing videos, and lastly, attending informative public lectures on the arts and sciences. You can find my creative writing blog at this [link](#).