



Sabine Faress

Creative English Copywriter

Passionate about the art of words, my intuitive mind coupled with my zeal propelled me into this dynamic industry. I wholeheartedly strive to share variegated stories and ideas set to redefine the narrative, reshape the world, and create an impact.

🌐 Beirut, Lebanon

☎ +961 71 562 108

✉ sabine.faress@gmail.com

🌐 sabinefaress.journoportfolio.com

in linkedin.com/in/sabine-faress/

EDUCATION

BS International Business
Lebanese American University,
Beirut, 2019 | MGPA 3.95/4.0

Beta Gamma Sigma lifetime
member

Finalist in the Leo Burnett Case
at LAU Case Competition

SKILLS

PROFESSIONAL

Creative Writing
Strategic Copywriting
Content Marketing
B2C and B2B Writing
Storytelling
Business Communications
Design Thinking
Brand Development

TECHNICAL

Microsoft (Word, Excel,
PowerPoint, Access)
SPSS

LANGUAGES

Arabic (native)
English and French (fluent)
Spanish and Italian (basic)

WORK EXPERIENCE

Creative English Copywriter | Alsayegh Media Dubai
October 2021 – present

- Developing brand stories and digital campaigns for key UAE accounts, resulting in a 60%+ increase in engagement across various communication channels
- Conducting in-depth brand personality analysis to develop product names, podcast names, slogans, taglines, and other branding elements
- Delivering effective content strategies, for various industries, securing 80%+ of the RFPs handled and establishing a successful track record in content creation

Digital English Copywriter | Self-Employed
Jul 2020 – present

- Formulating diverse English copy material, including CEO speeches, press releases, eDMs, social media copy, scripts, website copy, and more to clients in North America, Europe, and the MENA region
- Heading the English content for multiple blogs in Canada, UAE, and Jordan, boosting brand awareness by 30% and traffic by x2 in less than 6 months
- Writing SEO-optimized, creative copy and achieving top ranking on search engines

Creative English Copywriter | FP7 McCann KSA
Mar 2021 – May 2021

- Conceptualized and executed digital advertising campaigns and messages
- Composed engaging social media captions, website copy, and PPC ads, resulting in a 50%+ increase in engagement levels
- Produced targeted radio & video scripts and social media campaigns for the KSA market, showcasing versatility in cross-media content creation

PR Assistant and Copywriter | Hill and Knowlton Strategies METIA
Feb 2020 – Jul 2020


- Conceived PR strategies, content strategies, and long-term plans for clients
- Generated press releases, reports, internal communications, and keynote speeches to raise awareness and shed light on recent news for a variety of clients
- Created steady customer engagement by researching, developing, and writing blog posts and social media captions across 10+ industries and increasing traffic by x3




Sabine Faress

Creative English Copywriter

Passionate about the art of words, my intuitive mind coupled with my zeal propelled me into this dynamic industry. I wholeheartedly strive to share variegated stories and ideas set to redefine the narrative, reshape the world, and create an impact.

 Beirut, Lebanon

 +961 71 562 108

 sabine.faress@gmail.com

 sabinefaress.journoportfolio.com

 linkedin.com/in/sabine-faress/

BRANDS

Government

UNICEF, EU, Abu Dhabi National Oil Company, Abu Dhabi Integrated Transport Centre

Non-governmental organizations

Arab Thought Foundation

Financial institutions and centres

Bank al Etihad, Al Rajhi Bank, Sohar International, Abu Dhabi Global Market, Commercial Bank of Dubai, RAI UAE

Stock and trading

Abu Dhabi Stock Exchange, Saudi Stock Exchange, CPT International

Telecommunications

Umniah, Jawwy, Salam, Touch

Health

Roche, Al Jalila Children's Specialty Hospital UAE, Dubai Health Experience

Automotive

Al Jazirah Vehicles (McLaren, Ford, Polaris, Lincoln, Quick Lane, Indian Motorcycles)

Sports

SFA KSA, Gov Games Dubai

Creative

Culture Summit Abu Dhabi, International Congress of Arabic Publishing and Creative Industries, Spotify, Marsoum Art Collective

Other

Swash France, Dubai Project Management Forum, ABC Lebanon, ADGM Academy, DHL UAE

WORK EXPERIENCE

PR Account Handler and Copywriter Intern | Wunderman Thompson MENA Oct 2019 – Feb 2020

- Proposed and executed copy concepts such as press releases, blog posts, social media captions, corporate communications, and more
- Managed two Jordanian blogs and led the creation of their English content
- Aided in account handling, forming publicity strategies, crafting pitches for clients, and reaching out to local and international media

PR Assistant and Event Manager | Art-Monit, Beirut Digital District May 2018 - Sep 2018

- Communicated and negotiated with sponsors, international representatives, and partners, notably Blizzard Entertainment
- Planned, organized, and managed various events, primarily the *2018 Middle East Gaming Festival*, attracting 2K+ attendees
- Supervised all staff and activities during the event and handled customer/client feedback

Educational Content Creator | LOYAC Lebanon 2018

- Developed year-round English lessons and Teacher's Guides for schools harboring Syrian refugees in the Beqaa region