***MAHMOUD MUJAHED***

***English-Arabic Copywriter & Content Creator.***

- **Nationality:** Jordanian.

- **Date of Birth:** October 1984.

- **Mobile:** **+971 551130818**

- **Email:** mahmoud.b2007@gmail.com

**Academic**

 - Scholarship in *Intercultural Communication – Spanish Language* (Oct - Dec 2008)

 **Universidad de Valladolid, Spain**

 - B.A. degree in *Spanish-English Language and Literature* (Oct 2002 - Feb 2006)

 **University of Jordan, Amman**

 ***GPA: 3.65 out of 4; rating Excellent.***

 - High School Leaving Examination - *Literary* (Sep 2001 - Aug 2002)

 **Raghadan Schools, Amman**

 ***Average: (95.6%); ranking 22nd in Jordan (2002)***

**Professional**

**- (Jan 2017 - present), Senior Manager – Copywriter
 *Expo 2020 Dubai***

\* **Responsibilities**:

1- Creating concepts for Expo's campaigns and content: internal, social, online
and advertising. Domestic and international.

2- Developing project plans, and writing English and Arabic scripts and content.

3- Managing the team and workflow, collaborating with other stakeholders,
and seeing projects through until they are produced.

**- (Jun 2014 – Dec 2016), Senior Creative Copywriter
 *Leo Burnett MENA - Dubai***

**- (Dec 2011 – Jun 2014), Creative Arabic Copywriter**

 ***Leo Burnett MENA - Dubai***

\* **Responsibilities**:

1- Working on ATL and brand campaigns; including creating concepts, writing creative copy, presenting to clients, and supervising production.

2- Attending TVC shoots, radio recordings, clients’ meetings and presentations.

 **- (Jun - Dec 2011), Social Media Writer
 *The Online Project - Modern Media Co. - Jordan.***

\* **Responsibilities**:

1- Developing social media content for different clients and SM platforms.

2- Preparing weekly and monthly content calendars and plans.

 **- (Sep 2010 - May 2011), English Copywriter for Digital & PR
 *IMC Digital - Jordan.***

\* **Responsibilities**:

1- Writing copy for Advertising (ATL & BTL), Websites, Multimedia, SEO and applications.

2- Creating content for the Public Relations department.

3- Meeting with clients and maintaining fruitful relations with the media.

 **- (March 2009-May 2010), English-Arabic Copywriter
 *Memac Ogilvy & Mather - Jordan.***

\* **Responsibilities**:

1- Writing and editing copy for ATL and BTL advertisements.

2- Brainstorming with the Creative Team and coming up with campaign ideas.

3- Writing and translating for PR and Corporate Comms.

**- (May 2007-July 2008), Arabic Editor
 *Team Young and Rubicam Advertising (Y&R) - Jordan.***

\* **Responsibilities**:

1- Writing and editing for ATL and BTL.

2- Checking and signing-off on produced work.

3- Supporting the team with campaign concepts.

**Skills**

 - Creative direction. Project and delivery management.

 - Excellent creative writing skills.

 - Writing for SEO, PR, online and offline.

 - Voice Over recordings, with experience in English and Arabic.

 - Translation, Editing, and advanced writing in Spanish, English and Arabic.

 - Able to lead a team and coordinate jobs between its members.

 - Teamwork, brainstorming and creative thinking.

 - Good knowledge of media content and corporate communications.

 - Very good computer, online and digital skills.

 - Very good communication and interpersonal skills.

 - Attention to detail and ability to work under pressure.

 - Good knowledge of L/Cs, Swift messages, Invoicing and Shipping.

**Languages**

 - **Spanish:** Spoken and written.

 - **English:** Spoken and written.

 - **Arabic:** Native.