***MAHMOUD MUJAHED***

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

- **Nationality:** Jordanian.

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

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

- **Email:** [mahmoud.b2007@gmail.com](mailto: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.