

Khalil Z. Haddad
arabicwriter@gmail.com

Education

B.A., in English Literature, 1994
Aleppo University, Syria

Diploma in Arabic Teaching and Methodology, 1995
Aleppo University, Syria

Work Experience

July 2007-present

Running my own copy writing office
Managing copy writing projects for a wide range of local and international companies. My responsibilities include leading a team of professional copy writers to deliver quality services to all clients.

February 2005 - June 2007

Head of Arabic for Riyadh office-Based in Dubai
Leo Burnett

In charge of the Arabic Department in Riyadh office and responsible for a group of Saudi local accounts:
Saudi Telecom, Banque Saudi Fransi, National Company for Cooperative Insurance, Doux chicken, El-Obeikan and Kudu

Responsibilities included:

To supervise the Arabic team

To concept, develop and execute creative copy, write outlines, sales collateral

Tie up with creative team to answer clients briefs and produce advertising materials for ATL, CRM, press, radio and television

Supervise production sessions and co-ordinate with production department to deliver quality job and meet client requirements

February 2004 - February 2005
Head of Arabic
Promoseven McCann-Erickson Relationship Marketing (Dubai, UAE)

In charge of Arabic Department handling the following accounts:
Nestle/UPS/Le Meridien/Dubai Mall/ RAK BANK/
Ahli Bank (Bahrain&Qatar)/Bank Muscat/Emaar/Nescafe

January 1998 - January 2004
Copywriter/Senior copywriter
Fortune Promoseven McCann-Erickson (Dubai, UAE)

Accounts included:
Siemens/L'Oreal/CocaCola/McDonald's/Nescafe
Le Meridien/ Emaar/Orbit/SabaFon/
Abu Dhabi TV/BMW/ Nivea/Sony/ACDelco

January - December 1997
Freelance Arabic language teacher, Alepo

November 1994 - December 1996
Branch Manager
The Arabic Cultural Center (Aleppo)

October 1990 - November 1994
Library Supervisor
The Arabic Cultural Center (Aleppo)

Courses Attended

Camp Leo Integration 2005
Beirut 7-12 September 2005

Art Direction 06 Training
Dubai 5-10 February 2006

The McCann-Erickson Roadmap to Effective Communications
Dubai, 5-8 May 2001

Interests

History books, writing short stories, Internet and
Traveling

References

To be provided upon request.