



## WORK EXPERIENCE

### INTERNATIONAL COPY SUPERVISOR

CDM BARCELONA | OMNICOM HEALTH GROUP  
JAN 2024 - PRESENT

- Supervising the copywriting team for global accounts, ensuring brand consistency and creative excellence for top pharma and healthcare brands, including MSD/MERCK, J&J, Sandoz, Pfizer, Grifols, STAAR Surgical, and many more.

### SENIOR INTERNATIONAL COPYWRITER

CDM BARCELONA | OMNICOM HEALTH GROUP  
MAR 2022 - DEC 2023

- Crafted creative copy and content for global healthcare brands across the UK, EU, US, and EMEA.
- Developed creative concepts and campaigns for brands like Keytruda, EVO ICL, Xembify and Omnitrope.
- Enhanced brand narratives and delivered engaging stories across diverse therapeutics.

### SENIOR ENGLISH COPYWRITER

WUNDERMAN THOMPSON | DOHA, QATAR  
APR 2021 - MAR 2022

- Developed creative campaign ideas for top-tier clients for clients in Qatar and the MEA region
- Drove brand visibility with creative concepts for brands like Vodafone and Aljazeera.
- Enhanced brand identity and boosted audience engagement for Alfardan, Msheireb Properties and other premium brands.

### PART-TIME FREELANCE COPYWRITER

AL-OSTOURA | KUWAIT CITY  
JUL 2021 - SEP 2022

- English & Arabic Copywriting for online and offline media

### MARKETING MANAGER & COPYWRITER - FREELANCER

AL-OSTOURA | KUWAIT CITY  
AUG 2020 - JUL 2021

- Led marketing team to boost luxury fashion visibility for brands like Dries Van Noten, Etro, Alberta Ferretti, Emilio Pucci, Jil Sander, Maison Margiela, Acne Studios, Loewe, Issey Miyake, Pleats Please, Junya Watanabe, among others.
- Managed engaging English & Arabic content for top fashion houses.
- Enhanced community management

### CREATIVE WRITING INSTRUCTOR

LEBANESE AMERICAN UNIVERSITY | BEIRUT, LEBANON  
AUG 2018 - DEC 2021

- Led a 3-credit undergraduate course on "Writing for Advertising & PR" with a focus on practical copywriting skills for both online and offline media, enhancing students' conceptual, creative, and strategic thinking skills.

### WRITER

LEO BURNETT | BEIRUT, LEBANON  
FEB 2018 - OCT 2020

- Developed creative copy for over 30 prominent global and regional brands including Johnny Walker, Nestle, McDonald's, Cadbury, Sling, Pampers, and UNICEF, boosting brand visibility and recognition.
- Enhanced brand visibility with bilingual Arabic & English content.
- Delivered creative concepts for distinguished global clients.

### COPYWRITER

J. WALTER THOMPSON | BEIRUT, LEBANON  
JUN 2015 - JAN 2018

- Spearheaded English copywriting for the PR and Creative Departments, delivering impactful articles, editorials, interviews, speeches, press releases, and web content for the EMEA and Levant region.
- Developed engaging content for prestigious brands such as Ericsson and Zain Iraq.
- Implemented effective PR strategies and crisis management solutions.
- Enhanced brand visibility through innovative and creative copywriting.

### GRADUATE RESEARCH ASSISTANT

AMERICAN UNIVERSITY OF BEIRUT | BEIRUT, LEBANON  
JUN 2014 - AUG 2015

## INTERNSHIPS

### ACCOUNT MANAGEMENT TRAINEE

THOMSON REUTERS  
AUG 2013 - SEP 2013

### MARKETING INTERN

L'ORÉAL LEVANT  
JUN 2012 - SEP 2012

# ALISAR DAHER

## COPYWRITING SUPERVISOR & CREATIVE

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Barcelona, Spain

## EDUCATION

MASTER OF ARTS  
AMERICAN UNIVERSITY  
OF BEIRUT  
2017

Media & Cultural Studies  
High Distinction GPA: 4.0

BACHELOR OF BUSINESS  
ADMINISTRATION  
AMERICAN UNIVERSITY  
OF BEIRUT  
2013

Emphasis: Marketing  
Minor: Political Science

## OTHER TROPHIES

Won awards from MENA Effie, Dubai Lynx, Cannes Lions and Aspid with J. Walter Thompson, Leo Burnett and Omnicom Health Group

Author of *The Road to Africa*

Trainer at the Media & Digital Literacy Academy of Beirut (MDLAB) at AUB

Panelist discussing Women Confronting Gender Discrimination in Media, Art & Communication - MDLAB 2018 at LAU

A fellow of SAC 09 Salzburg Academy on Media and Global Change

## LANGUAGES

ENGLISH  
 ARABIC  
 SPANISH  
 FRENCH

## AFTER HOURS

WRITER, AMATEUR PAINTER AND PHOTOGRAPHER, BOOKWORM, BACKSEAT GAMER, WANDERER

## LINKS

Portfolio:  
<http://www.memoirsofacopywriter.com>

Linkedin:  
<https://www.linkedin.com/in/alisar-daher/>