



WORK EXPERIENCE

INTERNATIONAL COPY SUPERVISOR

CDM BARCELONA | OMNICOM HEALTH GROUP
JAN 2024 - PRESENT

- Supervising the copywriting team for global accounts, ensuring brand consistency as well as conceptual and creative excellence for top pharma and healthcare brands, including MSD/MERCK, Keytruda, Johnson & Johnson, 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

LINKS

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

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

ALISAR DAHER

COPYWRITING SUPERVISOR & SENIOR CREATIVE

+34 652 82 52 58
daheralissar@gmail.com
Barcelona, Spain

ABOUT ME

As an Australian-Lebanese copy and creative supervisor based in Barcelona, I bring over a decade of experience in conceptual work within the advertising industry. My diverse background and international experience have shaped me into a dynamic storyteller and creative leader, skilled at overseeing teams and crafting compelling narratives that engage and inspire across multiple platforms.

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

AFTER HOURS

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

LANGUAGES

ENGLISH
ARABIC
SPANISH
FRENCH