

Ziad M. Kurdi

DATE OF BIRTH

10 October, 1991

NATIONALITY

Lebanese

ADDRESS

Beirut, Lebanon

00961 76848771

ziadmkurdi@gmail.com

LANGUAGES

Fluent in written and spoken
Arabic and English.

KEY SKILLS

Knowledge of Microsoft Office
(Excel, Word, and PowerPoint)

Experience in
all social media platforms



References are available
upon request.

PROFESSIONAL EXPERIENCE

PUBLICIS LEVANT | JANUARY 2019 - FEBRUARY 2020

CREATIVE COPYWRITER – MID LEVEL

Lead on all campaigns as the sole copywriter in the agency

Lead on all local and regional accounts (Samsung, Nescafe, Zaatar w Zeit, GMC, Fransabank, Ferrero Rocher, Kinder Delice, C&F, Nestle Pure Life, Majd Al Futaim, The Famous Recipe, 4T, L'Oreal, ENOC, Deek Duke, Garnier, Cortas, Yoplait, ALDAR...)

Worked with media/PR agencies on integrated campaigns

Coming up with activations for local and regional brands to be used for both online and offline, as well as effectively link the campaigns to the social media objectives of each client

Creative strategy

Copy editing

Content creation

360 campaign creation and ideation

Creating captions, taglines, headlines, and content calendars

Branding

All tasks related to text, campaign formulation and brainstorming

ETCHBEE CREATIVE | JANUARY 2012 - JANUARY 2019

FREELANCE COPYWRITER

Corporate profiling for online media

Adapting corporate profiles to web-based platforms

Proofreading

Creative copywriting

Creative text and slogan creation for social media and advertising campaigns/posts

ECO-VECTOR BEIRUT | JULY 2017 - JANUARY 2019

MANAGEMENT & COMMUNICATIONS OFFICER

Organizing company information and tasks

Handling outgoing and incoming communications

Handling, producing, and proofreading a variety of documents and communications material

EDUCATION

Project Management Fundamentals Certificate
ESA - March 9th, 2018

B.S. Medical Laboratory Sciences
American University of Beirut - AUB June 2012