

# ALI DARWICH

*9+ years in Advertising / Copy & Creative*

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## PERSONAL INFO

Date of Birth: September 24, 1987

Nationality: Lebanese

Marital Status: Single

Address: Dubai, United Arab Emirates

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## SUMMARY

Extensive advertising expertise across Lebanon & the GCC.  
Specializes in Arabizing and ideation.

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## PORTFOLIO

<https://slides.com/alidarwich/portfolio>

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## CAREER

***[Sep 2020 – Present]***  
**Freelance Copywriter**

**Permit no. 97551**

GoFreelance – under Dubai Development Authority

Clients: Innocean Worldwide (Hyundai & Genesis)

***[Nov 2016 – Aug 2020]***  
**Arabic Copywriter**

**the ENTERTAINER**  
Dubai, United Arab Emirates

Supporting the ultimate lifestyle savings app in reaching out to Arabic speakers across the GCC in a culturally-relevant advertising lingo.

***[May 2013 – Nov 2016]***  
**Arabic Copywriter**

**theAdkitchen**  
Dubai, United Arab Emirates

Main accounts:

Philips Middle East - Abu Dhabi Airports (ADAC) - Mövenpick  
Hotels & Resorts (ME) - Aldar Properties - Aabar Properties -  
Meraas Holding - Takaful Emarat - HealthPlus

Pitches:

BMW Group Middle East - 2015 Formula 1 Etihad Airways Abu  
Dhabi Grand Prix - Emirates Diplomatic Academy - Emirates Post  
Group - Dubai Electricity & Water Authority (DEWA) - Yas Mall  
- Jebel Ali Free Zone (JAFZA) - The Beach at JBR - Abu Dhabi  
TV Network - Al Ittihad Newspaper - Emirates National Oil  
Company (ENOC) - Louvre Abu Dhabi

***[October 2012 – May 2013]***  
**Bilingual Copywriter**

**AMC (Advertising & Marketing Consultants)**  
Abu Dhabi, United Arab Emirates

Main Accounts:

Mitsubishi - Accor Hotels - Subway - Ambulatory Healthcare  
Services (SEHA)

***[April 2011 – September 2012]***  
**Bilingual Copywriter**

**UrGate Advertising**  
Beirut, Lebanon

Main Accounts:

Coral Suites Hotel - Al Kazzi Nuts - Circuit Empire Cinemas  
United Couriers Services - Dolly's Famous Foods

***[February 2010 – December 2010]***  
**Sales & Marketing**

TSC Signature Store, Daouk Beauty Stores, Design Pro  
& Hawks Network Corporation  
Beirut, Lebanon

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**ACADEMIC BACKGROUND**

*[June 2009]*  
Lebanese International University  
Bachelor of Arts in **Communication Arts**  
Emphasis: **Advertising**

*[June 2006]*  
Al Quala'a Secondary School  
Lebanese Baccalaureate (**Literature & Humanities**)

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**LANGUAGE SKILLS**

Arabic (Native)  
English (Fluent)

**REFERENCES AVAILABLE UPON REQUEST**

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