

Curriculum Vitae

Name: Roger Rizkallah
Nationality: Lebanese
Position: Senior Arabic Copywriter/Translator
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EXPERIENCE

September 2014 – Current

Freelancer

I do translations for press releases, brochures, manuals for many agencies and boutiques, and I assist as well on campaigns and strategies (ATL, BTL and TTL). The brand list includes many international names, and varies from luxury products, lifestyle, fragrance and cosmetics to services, cars, home appliances, medical and academic...

January 2022 – March 2023

Impact BBDO – Beirut, Lebanon

Senior Arabic Copywriter (Freelance)

I take care of all Kind of Arabic texts in the agency for ATL, BTL and TTL jobs.

March 2019 – February 2020

Havas Worldwide – Beirut, Lebanon

Head of Content (Freelance)

I take care of all Kind of Arabic texts in the agency for ATL, BTL and TTL jobs, as well as assisting in all press releases for Beirut and KSA offices.

January 2009 – September 2014

Havas Worldwide – Dubai, UAE

Senior Arabic Copywriter

- I am in charge of all the agency's Arabic output, below & above the line.
- I put/assist strategies for brands and/or campaigns.
- I worked with PR department on checking and assisting in all press releases.
- I worked on the launch of the INTERNATIONAL GROUP FOR LUXURY FRAGRANCES on their website www.3toori.com.
- I oversaw all the Arabic translations for The Mena Diabetes Leadership Forum which was held in Dubai in 2010.

August 2006 – November 2008

Fortune Promoseven, Dubai, UAE

Senior Arabic Copywriter

- In charge of the agency's Arabic output
- I put/assist strategies for brands and/or campaigns

May 2002 – October

Gmasco, Dubai, UAE

Head of Arabic Department

- In charge of all the agency's Arabic output and I am responsible for translating clients' briefs into concepts for the team (visualisers and copywriter)

August 1997 – May 2002

Gmasco, Dubai, UAE

Senior Visualiser

- I oversaw and produced all Arabic and some English advertisements, brochures and newsletters for the Al-Futtaim Group.

September 1996 - June 1997

Publi-Graphics, Riyadh, Kingdom of Saudi Arabia

Visualiser & Senior Computer Operator

- Trained employees on various graphic packages
- Produced layouts and designs for different brands.

AWARD:

- **The IKEA Catalogue (2005) ad:**
Announcing the arrival of 2005 IKEA Catalogue
Winner of the 2005 GMR Awards (Gold) in the integrated
Marketing Communication Category
- **NESCAFE Campaign (MY CUP)**
was chosen by NESTLE Switzerland to be launched worldwide

EDUCATION: Istituto Europeo di Design, Rome, Italy:
Diploma in Computer Graphics
Graduated in 1994

LANGUAGES: Arabic (Mother tongue)
French (fluent)
English (fluent)
Italian (fluent)

PERSONAL SKILLS: Excellent communications skills, hard worker and
can withstand pressure

REFERENCES:

Sarah SabehAyoun
Retail Area Manager
Al Farida Intl Beauty Co. Ltd
+966 12 224 87 09

Grace Sawabini
PR & Advocacy Manager – Middle East
Charlotte Tilbury Beauty Ltd
+971 56 350 66 24

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Senior Corporate & Health Communications Consultant,
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