

Loucil El Moussaoui

+(961)76 979 677 | loucil.elmoussaoui96@gmail.com | Lebanon

PROFESSIONAL PROFILE

Creative professional with experience developing written and digital content across social and brand platforms. Skilled in translating ideas into clear, engaging messaging that supports brand presence, audience connection, and campaign objectives. Brings a balance of creativity, structure, and adaptability within fast-paced environments.

EDUCATION

Translation – Lebanese University

Travel & Tourism – Mira Center

Baccalaureate II – Modern Community School, Beirut

PROFESSIONAL EXPERIENCE

Nov 2025 – Present

Copywriter – PepsiCo MENAPAK (via Madarcomm) Freelancer

- Create and refine written content for digital and social platforms across the MENAPAK region.
- Craft messaging aligned with brand guidelines and campaign objectives.
- Collaborate with creative and strategy teams.

Mar 2021 – Sep 2023

Content Writer – ADMIC Freelancer

- Developed and edited written and visual content for brand communication.
- Managed multiple content deliverables within deadlines.

Jan 2023 – Present

Owner & Tattoo Artist – Lou's Inkspot

- Founded and operated an independent creative practice.
- Built and maintained a loyal client base.

ADDITIONAL EXPERIENCE

Feb 2021 – Apr 2022

Merchandising Leader – InstaShop

- Supported operational planning and audits.

References available upon request.