

Marilyne Feghali

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[Portfolio](#)

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Personal Statement

Multilingual copywriter experienced in creating and translating content in Arabic, English, and French. Skilled at producing on-brand copy for campaigns, social media, OOH, and scripts that connect with diverse audiences.

Education

BBA, Marketing (2023 – 2026)
Arab Open University, Antelias

BA, Journalism (2019 – 2022)
Lebanese University, Jdaideh

DEL F B2 (2018)
Institut français, Beirut

Experience

Creative Copywriter (September 2025 – present)
SWOT Creative Hub, Dbayeh

- Conceptualized and wrote copy for campaigns, social media, ads, and brand messaging.
- Developed headlines and taglines that shaped brand identity and drove audience engagement.
- Applied SEO keyword research to optimize copy performance and organic reach.
- Collaborated with designers and strategists to align copy with creative direction and brand strategy.

Copywriter & Content Creator (June – August 2025)
Kristies Lab, Adma

- Produced copy for websites, social media, OOH, and marketing campaigns in Arabic, English, French, and Portuguese.
- Specialized in transcreation and localization ensuring cultural relevance across all markets.
- Developed video scripts, taglines, and press releases adapted to diverse client needs.

Freelance Copywriter (July 2024 – Present)

Najjar Modern Mills, Remote

- Managed social media copy, product descriptions, and content calendars on a rolling basis.

Sales Representative (December 2022 – March 2024)

Domaine des tourelles, ABC Achrafieh

- Delivered excellent customer service, contributing to increased annual sales.
- Trained seasonal team members to ensure smooth onboarding.

Digital Journalist (January – June 2021) **Law Talks**, Beirut

- Researched and wrote articles exploring societal behavior and political influence.

Skills

Creative & Writing Skills

- Copywriting for social media, OOH, campaigns, and brand activations.
- Localization, translation, and subtitling across four languages.
- SEO copywriting, keyword research, and audience targeting.
- Speechwriting and press releases.

Tools

- CoSchedule for copy performance and emotional impact scoring.
- KW Revealr and Wordtracker for niche keyword research and SEO optimization.

Languages

- Fluent in Arabic, English, and French.