

ARAZ PAMBOUKIAN

Copywriter · Content Planner · Literary Editor

+961 71 009 212 | arazpam@gmail.com | <https://www.linkedin.com/in/araz-pamboukian/>

SUMMARY

Agency-trained copywriter and content planner with 5+ years of writing experience across 20+ industries and 60+ clients. Currently managing copy and content calendars for 25+ concurrent brand accounts at a full-service digital agency, across Instagram, LinkedIn, TikTok, and brand websites. Grounded in linguistics, discourse analysis, and psychology, with an academic background that informs every creative and strategic decision. Equally at home crafting a witty social caption, a persuasive long-form article, or a brand voice from scratch. Experienced working independently across multiple accounts in a fast-paced environment, with a proven ability to prioritize, meet deadlines, and deliver without close supervision.

EXPERIENCE

Microbits Digital Agency, Hazmieh, Lebanon

Copywriter and Content Creator

4/2024-Present

- Manage copy and content planning for 25+ concurrent client accounts across industries, independently owning the full content lifecycle from research and ideation to delivery
- Build and own monthly content calendars, aligning topics and formats with each brand's strategic objectives & audience
- Write platform-native copy for Instagram, LinkedIn, X, and brand websites, adapting tone, voice, and style to suit diverse audiences and brand identities across the MENA region and beyond
- Produce SEO-optimized blogs & long-form articles that align with brand guidelines and support organic search visibility
- Pitch and develop creative campaign concepts and reel ideas tailored to audience engagement and platform trends
- Conduct audience and competitor research to inform content direction and ensure relevance
- Collaborate with designers, providing detailed creative direction and visual references to ensure copy and visuals are cohesive, on-brand, and platform-optimized

Humans of the World Literary Blog, San Francisco, California (Remote)

Literary Editor

1/2022-3/2026

- Reviewed and evaluated poetry, fiction, and creative nonfiction submissions, selecting standout pieces for shortlisting
- Provided thorough, constructive editorial feedback to writers, with a track record of praised responses that support writers in developing their craft
- Communicated effectively with the internal editorial team and authors to manage the review and publication process
- Shortlisted pieces that then got published, reflecting strong editorial judgment & sensitivity to voice and narrative quality

Abu Dhabi International (Private) School, Abu Dhabi, UAE

English Language Teacher

8/2023-3/2024

- Designed and delivered student-centered lessons drawing on Universal Design for Learning (UDL), cooperative learning, and integrated language learning frameworks
- Adapted and supplemented the set curriculum with original materials, tailoring content to cultural context and linking lessons meaningfully to UAE life
- Managed a diverse classroom environment, differentiating instruction to meet varied learning styles, levels, and needs

Haigazian University Writing Center, Beirut, Lebanon

Peer Tutor

10/2022-10/2023

- Provided one-on-one writing support to university students at all levels, helping them strengthen structure, argumentation, academic voice, and formatting in APA style
- Guided students toward independent revision skills, building writers who could analyze and improve their own work beyond the tutoring session

EDUCATION & CERTIFICATIONS

BA in English Language | TD in TEFL | Minor in Psychology

6/2023

Haigazian University, Beirut, Lebanon

- Valedictorian, Class of 2023 — President's List
- Relevant coursework: Creative Writing, Discourse Analysis, Cognitive Linguistics, Intercultural Communication
- Co-authored publication: Al Ariss, R. & Pamboukian, A. (2022). The left-behind women: Between grieving enforced disappearances and challenging the gender order. Haigazian University Press

Simplilearn

- Completed 6 applied course-end projects and a capstone, covering: SEO, SEM, Social Media Marketing, Email Marketing, Behavioral Marketing, and Analytics & ROI.
- Capstone Project: Developed a comprehensive digital marketing strategy for Adidas, covering multi-channel content strategy and performance KPIs.

SKILLS

- **Writing & Content:** Copywriting, content planning, SEO writing, long-form articles, campaign ideation, brand voice development, creative direction, literary editing
- **Tools & Platforms:** Microsoft Office, Google Workspace, Claude, ChatGPT, Gemini, Capcut, Canva, Adobe Acrobat
- **Languages:** English (full professional) · Arabic (professional working proficiency) · Armenian (full professional, native)
- **Core Strengths:** Independent worker, detail-oriented, strong time management, high-volume multitasking, clear communicator, fast learner