

# MURIELLE HEBBO

## SENIOR COPYWRITER

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Abu Dhabi, United Arab Emirates



### ABOUT ME:

I'm a Senior Copywriter and Google-certified professional with over 7 years of experience in social media and web content writing. I specialize in creating engaging content that helps brands connect with their audience. I have worked with various industries like F&B, automotive, health, and more. Passionate about storytelling, I strive to produce content that reflects the brand's voice and values.

### EDUCATION:

#### MASTER'S OF ARTS IN TRANSLATION

Holy Spirit Univesity of Kaslik  
(2019 - 2023)

#### BACHELOR'S OF ARTS IN TRANSLATION WITH A MINOR IN ENGLISH LITERATURE

Notre- Dame University  
(2015 - 2018)

#### BACHELOR'S OF ARTS IN FASHION DESIGN

Notre- Dame University  
(2009 - 2013)

### SKILLS:

- Proficient in Microsoft Office
- Strong writing and editing abilities
- Familiarity with SEO principles
- Ability to work under tight deadlines
- Excellent communication and collaboration skills
- Attention to detail and accuracy
- ChatGPT, Mail Chimp, WordPress, Magento, Canva
- Microsoft + IOs softwares

### RELEVANT COURSEWORK:

- Creative Writing
- Professional Writing
- Translation Principles
- Editing and Proofreading

### LANGUAGES

- Arabic - Mother Tongue
- English - Native/ Bilingual
- French- Native/ Bilingual
- Spanish - Beginner
- Greek- Beginner

### REFERENCES:

Available upon request.

### WORK EXPERIENCES:

#### SENIOR COPYWRITER

9Yards Communications  
(August 2023 - Present)

- Crafting engaging website content tailored to specific brand voices.
- Writing informative and insightful blog articles tailored to diverse industries.
- Generating creative project names that capture the essence of our client's initiatives.
- Designing captivating social media captions and content that drive engagement.

Clients handled:

- Royal Development Company (RDC), EIH- Ethmar International Holdings and its subsidiaries, Gewan Holding and its subsidiaries, Nirvana Group, EANAN, Abu Dhabi Quality and Conformity Council, Eastern Motors and more.

#### FREELANCE COPYWRITER| SOCIAL MEDIA EXECUTIVE

##### Self- Employed

(July 2017 - Present )

- Handled different freelance projects such as:
- Blog articles and social media services for Redberries'
- Website content Writing for the Vault.
- Manual translation for Apparel Group.
- Freelance Community Management and social media reports for DDB.
- Freelance Translator for TheAimes.
- Freelance Translator for Bloom and AltCity.
- Freelance editor for Ounousa.com.
- Freelance SEO content writer for Elevatus.

#### ENGLISH COPYWRITER

##### Impact BBDO

(October 2021- December 2022)

- Supported the writing of marketing materials, campaigns, social media captions, EDMS, and SMS message while ensuring brand consistency throughout all communications in collaboration with the marketing team.

Clients handled:

- Ford Middle East, Modesh, Oppo, JGROUP, Sohar Bank, Gems school(TMRW platform), Shan Foods, DTCM, Novartis KSA, Aldar (WTC, Yas Mall, Al Jimi Mall, Mamsha, Muneera & Bandar), ACDelco, Cultural Foundation-Qasr Al Hosn, Huawei, OPPO, ADCB, Capital Bank of Jordan, Jotun, Al Hilal bank, Sadia, London Dairy, Gems- Teach me now, Hayatna, Modesh World, NEOM (I helped in the Pitch), Dubai Calendar, Abu Dhabi Calendar