

# ARAZ PAMBOUKIAN

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## SUMMARY

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Creative and detail-oriented Copywriter and Content Creator with agency experience producing high-engagement social media content across multiple brands and platforms. Strong storyteller with the ability to adapt tone and voice to different audiences while adhering to brand guidelines. Experienced in collaborating with cross-functional teams, managing multiple projects under tight deadlines, and translating creative briefs into persuasive copy concepts.

## EXPERIENCE

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### Microbits Digital Agency, Hazmieh, Lebanon

*Copywriter and Content Creator*

4/2024-Present

- Write high-engagement social media copy for Instagram, Facebook, LinkedIn, and websites, aligned with each brand's voice and positioning
- Manage content and copywriting for 25+ clients, meeting tight deadlines
- Write creative captions, slogans, campaign messages, and web copy designed to boost engagement and lead generation
- Research industry trends and audience preferences to inform content strategies
- Collaborate with designers to ensure cohesive and visually compelling content
- Proofread and edit all copy to ensure error-free content and adherence to brand guidelines
- Propose content ideas and campaign concepts, contributing to overall content strategy

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

*Literary Editor*

1/2022-Present

- Review poetry, fiction, and creative nonfiction for clarity, coherence, tone, and narrative flow
- Provide in-depth editorial feedback on submittable
- Shortlist contest submissions and contribute to editorial decision-making
- Communicate professionally with writers and editorial team members

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

*English Language Teacher*

8/2023-3/2024

- Prepare and teach student-centered lessons, focusing on UDL, cooperative learning, & integrated language learning
- Adapt textbook material to cultural requirements and link lessons to UAE life and culture

### Haigazian University Writing Center, Beirut, Lebanon

*Peer Tutor*

10/2022-10/2023

- Provide one-on-one writing support across academic and creative genres
- Guide students in structure, clarity, argument development, and APA formatting
- Strengthened coaching, editing, and content refinement skills through continuous feedback

## EDUCATION

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### Haigazian University, Beirut, Lebanon

BA in *English Language* | TD in *Teaching English as a Foreign Language* | Minor in *Psychology*

6/2023

*Relevant Coursework:* Creative Writing, Discourse Analysis, Cognitive Linguistics, Intercultural Communication

*Awards:* Valedictorian of the Class of 2023 | Placed on the President's List

*Publication:* Al Ariss, R. & Pamboukian, A. (2022). The left-behind women: Between grieving enforced disappearances and challenging the gender order. Haigazian University Press.

### Forward MENA, in partnership with Simplilearn

Certificate of Achievement in *Digital Marketing Specialist*

10/2024

*Relevant Coursework:* SEO | SEM | Content Strategy | Behavioral Marketing | Social Media Marketing | Email Marketing | Strategies for Paid Campaigns | Analytics, ROI & Evaluation

## PROFESSIONAL SKILLS

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- *Key Strengths:* organized | detail-oriented | time management | strong communication & interpersonal skills
- *Computer Skills:* Microsoft Office | Adobe Acrobat | Google Workspace | Submittable | Canva | Answer the Public
- *Language Skills:* English (Full professional) | Armenian (Full professional) | Arabic (Professional working)
- *Seminars and Workshops:* Creative Writing Summer Camp (LAU, 2018), Creative Writing Workshop (Haigazian University, 2020), Dealing with the Past, Preparing for the Future (Symposium) (HU & UN OHCHR, 2021)