Khalil Z. Haddad arabicwriter@gmail.com

Education B.A., in English Literature, 1994 Aleppo University, Syria

Diploma in Arabic Teaching and Methodology, 1995 Aleppo University, Syria

Work Experience July 2007-present Running my own copy writing office Managing copy writing projects for a wide range of local and international companies. My responsibilities include leading a team of professional copy writers to deliver quality services to all clients.

February 2005 - June 2007 Head of Arabic for Riyadh office-Based in Dubai Leo Burnett

In charge of the Arabic Department in Riyadh office and responsible for a group of Saudi local accounts: Saudi Telecom, Banque Saudi Fransi, National Company for Cooperative Insurance, Doux chiken, El-Obeikan and Kudu

Responsibilities included:

To supervise the Arabic team

To concept, develop and execute creative copy, write outlines, sales collateral

Tie up with creative team to answer clients briefs and produce advertising materials for ATL, CRM, press, radio and television

Supervise production sessions and co-ordinate with production department to deliver quality job and meet client requirments

February 2004 ⁻ February 2005 Head of Arabic Promoseven McCann-Erickson Relationship Marketing (Dubai, UAE)

In charge of Arabic Department handling the following accounts: Nestle/UPS/Le Meridien/Dubai Mall/ RAK BANK/ Ahli Bank (Bahrain&Qatar)/Bank Muscat/Emaar/Nescafe

January 1998 ⁻ January 2004 Copywriter/Senior copywriter Fortune Promoseven McCann-Erickson (Dubai, UAE)

Accounts included: Siemens/L'Oreal/CocaCola/McDonald's/Nescafe Le Meridien/ Emaar/Orbit/SabaFon/ Abu Dhabi TV/BMW/ Nivea/Sony/ACDelco

January - December 1997 Freelance Arabic language teacher, Aleepo

November 1994 - December 1996 Branch Manager The Arabic Cultural Center (Aleppo)

October 1990 - November 1994 Librar<mark>y Superv</mark>isor The Arabic Cultural Center (Aleppo)

Courses Attended

Camp Leo Integration 2005 Beirut 7-12 September 2005

Art Direction 06 Training Dubai 5-10 February 2006

The McCann-Erickson Roadmap to Effective Communications Dubai, 5-8 May 2001

Interests History books, writing short stories, Internet and Traveling

> References To be provided upon request.