

Omnia Rasmy Muhamed

Sr. Copywriter & Editor

About me

I have mastered the art of weaving words into compelling pieces for every audience from more than 9 years of experience. My passion to work in different industries pushed me to align my full-time jobs with freelance tasks with big names like Apple, Ounass, EXPO, and more.

Contact Me

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Education

- **2006 - 2010**
BA in English literature
Faculty of Education, Tanta University
- **2015 - 2017**
American University in Cairo (AUC)
professional Diploma in Legal & UN Translation
- **2018 - 2019**
Certified Translator at:
 - Arab Professional Translator (APTS)
 - International Federation of Translators (FIT)
 - Legal Interpreters and Translators Association (EULITA)

Expertise Skill

- Copywriting 
- Editing 
- Content Marketing 
- Digital Marketing 
- Video editing 
- Localization 

Work Experience



Senior Copywriter & Editor Etisalat e& | 2023 - Present

- Write creative copies for customers` SMS, email, Ads, and all related channels.
- Cooperate with strategic team for customer journey understanding.
- Handling CX tasks through different channels.



Copywriter & Transcreator Apple | 2023 - 2023

- Participated in Apple live workshops inside Dubai with US Apple team and handling 8-gulf countries content and localizing the new hero products and software.
- Writing copies for iPhone 15 pro, pro max and Watch S9.



Copywriter & Editor AL ROMAIZAN GOLD | 2022 - 2023

- Execute campaigns that drive engagement and conversions.
- Mentor junior copywriters, providing guidance and feedback to elevate the quality of the content produced by the
- Handling content for CRM, Mobile App, social media and all conversion channels.



Copywriter & Localizer Shuraa Consultancy | 2020 - 2022

- Cooperate with marketing team to launch campaigns that drive engagement and conversions.
- Handling content for website, Mobile App, and all conversion channels.

Freelance Projects



Copywriter & Editor Taif Al Emarat

- Writing a creative compelling stories for products description.



Copywriter & Editor Etihad Museum

- Writing a creative Bios for 65 artists at the event of Arabic Calligraphy Exhibition in Dubai - 2023.

OUNASS

Copywriter Ounass

- Copywrite the website content and create a catchy copies with CTA for e-commerce products.



Copywriter & Localizer amazon

- Localize website content and create a catchy copies with CTA for e-commerce products.



Copywriter & Transcreator mothercare

- Copywrite the website content and create a catchy copies with CTA for e-commerce products.



Editor & Writer EXPO2020

- Write the events` scripts activities and associated materials.



Subtitled & Localizer Coursera

- Subtitling 580.000 words in technical field through Smartling port.

Reference Upon Your Request