

During my B.A. study of Arabic language and literature, I got nominated by a professor to work for the official weekly journal of King Saud University (Resalet AlJame'a) as a proofreader for SR 1,200 per semester for one year. This taught me the meaning of dedication and deliver on time even if I had to stay overnights when I had finals.

Right after graduation, I was hired as secretary of Editor-in-Chief for Al-Osrah monthly magazine, but I had to resign after 3 months because of the passion I had to continue my education. I earned an M.A. degree in linguistics and phonetics in 2 years from University of Jordan and came back to Riyadh to work as an Arabic copywriter for Leo Burnett.

When they hired me, they were impressed by my CV but were more amazed by the poetry I wrote and continue to write in my life. Honestly that was the reason why they hired me. They needed someone who can play with words.

This poetry opened so many doors for me and got me many awards in the Arab world. I won the 2nd place in KSU, both 1st and 3rd place in Jordan University and other awards.

I believe in words and I see how powerful they are and how influential they can be.

After 5 years with Leo Burnett, DDB engaged me into its wonderful environment and culture. With it, I took pride in being a key player in winning the STC account after presenting to STC's top management and debating in front of everyone with Eng. Saud Al-Duweesh, President of STC, fighting for what I was presenting.

I do both Arabic and English copywriting, but I also go beyond this with conceptualizing and handling the whole office in the absence of the creative director.

Accounts I handled are big brands such as STC, AWAL, SONY, Jadwa Investment, Acwa Power International, GO, TCF, Henkel, BSF, Alrajhi Bank, Bank Al-Bilad, Tawuniya, Obeikan Group, KUDU, Doux, Nas Airlines, Almarai, etc.

I was a one of Riyadh Twestival team that scored number 1 globally in collecting donation for the orphans.