

Khaled Amayri

Arabic Creative Lead | Senior Arabic Copywriter

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Summary

Arabic creative lead and senior Arabic copywriter with 18+ years of experience, currently operating at associate creative director level across concept development, team direction and integrated campaign delivery. Directs two designers and two Arabic writers from brief through production, combining strategic thinking, cultural judgment and practical execution for major UAE and regional brands.

Professional Experience

Saatchi & Saatchi, Dubai, UAE 2023 - Present

Senior Arabic Copywriter / Creative Lead

- Direct a four-person creative team comprising two designers and two Arabic writers across concepts, scripts, visual execution and final delivery.
- Lead ACDelco All Makes phases 1 and 2 and a MOIAT film from brief through production and delivery.
- Contribute Arabic concepts and creative leadership to winning new-business pitches for Ora, MOIAT, ADCB, RTA and ADNOC.
- Serve as a senior cultural reviewer, shaping final decisions on Arabic tone, dialect and UAE/GCC relevance.
- Supervise creative execution with production partners including Hamoc, Mangojam and Dejavu.
- Mentor two junior Arabic writers through concept, script and cultural-quality reviews.

Visioneers, Dubai, UAE Mar 2022 - Dec 2022

Head of Arabic & Creative Team Lead

- Directed Arabic editors and designers for projects including the Abu Dhabi Space Debate and Annual Government Meetings.
- Delivered creative concepts, scripts, and social content aligned with cultural and governmental values.
- Owned project timelines, creative quality control and cross-functional collaboration from concept through delivery.

Impact BBDO, Dubai, UAE Sep 2014 - Feb 2022

Head of Arabic & Creative Team Lead

- Led Arabic editors and copywriters developing scripts and content for TVC, radio, social media and print across global brands including Etisalat, BMW and SWYP.
- Directed Arabic quality and partnered across creative disciplines to deliver culturally authentic, high-performing campaigns.
- Contributed to winning several major pitches and awards.

DDB f.z. LLC, Dubai, UAE Nov 2011 - Sep 2014

Senior Arabic Copywriter

- Arabized and localized creative campaigns for major brands including Audi, Lipton, Cheetos, Johnson & Johnson, and Persil.
- Created TVC and radio scripts adapted for GCC and wider MENA audiences.

Multiple Boutique Agencies, Dubai, UAE Jun 2006 - Nov 2011

Designer & Arabic Copywriter

- Developed bilingual advertising copy for FMCG and hospitality clients including KFC, Pizza Hut, Subaru, and Krispy Kreme.

Skills

- Creative Direction & Concept Development

- Managing Copywriters & Creative Teams
- Brand & Campaign Strategy
- Cultural Localization & Transcreation
- Brand Voice & Tone Development
- Production-Aware Creative Execution

Education

Damascus, Syria

Awards

- Campaign Middle East Agency Awards - Arabic Copywriter of the Year Finalist, 2025
- Cresta Awards - 2020
- Dubai Lynx Awards - 2020, 2021

Languages

- Arabic - Native
- English - Fluent
- Turkish - Basic