

# Khaled Amayri

Senior Arabic Copywriter | Arabic Creative Lead

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## Summary

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Senior Arabic copywriter and creative lead with 18+ years of experience creating Arabic-first concepts, scripts, brand voices and transcreation for major UAE and regional brands. Combines native Arabic craft and cultural judgment with the ability to direct two designers and two Arabic writers, guide production and carry integrated campaigns from brief to delivery.

## Professional Experience

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### **Saatchi & Saatchi, Dubai, UAE** 2023 - Present

*Senior Arabic Copywriter / Creative Lead*

- Lead Arabic creative across ADCB, Al Hilal Bank, Visa, Cadillac Arabia, ADNOC/Oasis, Oreo, Subway, Ora and MOIAT.
- Develop Arabic-first campaign concepts, scripts, brand voice and transcreation for UAE and GCC audiences.
- Direct two designers and two Arabic writers across concepts, copy, visual execution and delivery.
- Lead ACDelco All Makes phases 1 and 2 and a MOIAT film from brief through production and delivery.
- Contribute Arabic concepts and cultural leadership to winning pitches for Ora, MOIAT, ADCB, RTA and ADNOC.
- Mentor two junior Arabic writers and guide final decisions on Arabic tone, dialect and cultural relevance.

### **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

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- Creative Direction & Concept Development
- Managing Copywriters & Creative Teams

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

## Education

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Damascus, Syria

## Awards

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

## Languages

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